

Sales Management

THE MAGAZINE OF
MARKETING



Gifts, Incentives and Awards for
CHRISTMAS and all the year

For customers

For anniversaries

For employees

For long service

SEPTEMBER 10, 1961

TWO DOLLARS

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Sales Management

THE MAGAZINE OF
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Executive Offices: 630 Third Ave., New York 17, N. Y. YUkon 6-4800



Business Gift Issue

SEPTEMBER 10, 1961

Volume 87, No. 6



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GIFT GALLERY:

For employees and customers at Christmas and other holidays; long-service awards; anniversaries; retirements; sales and other contest incentives

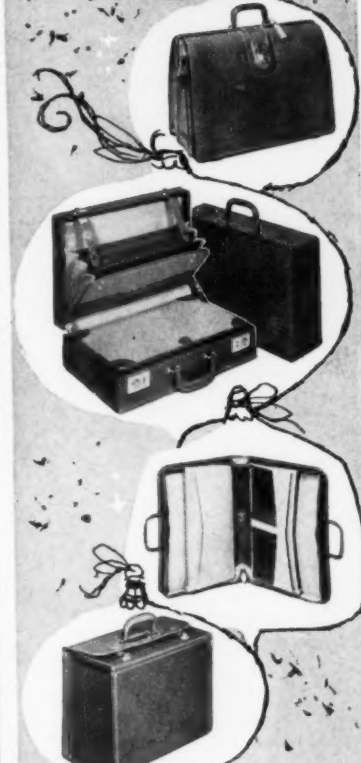
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5 full years



A reflection of your good taste and judgment, they have the look of quality, the aura of prestige. That's why Stebco Business Cases are a prized possession of business and professional men. A lasting gift that will be remembered and appreciated even at Christmas, 1970!

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listed in Advertisers Index



Bill Brothers Publications in MARKETING (in addition to Sales Management): Sales Meetings, Premium Practice, INDUSTRIAL: Rubber World, Plastics Technology, MERCHANDISING: Fast Food, Modern Floor Coverings and Modern Tire Dealer.

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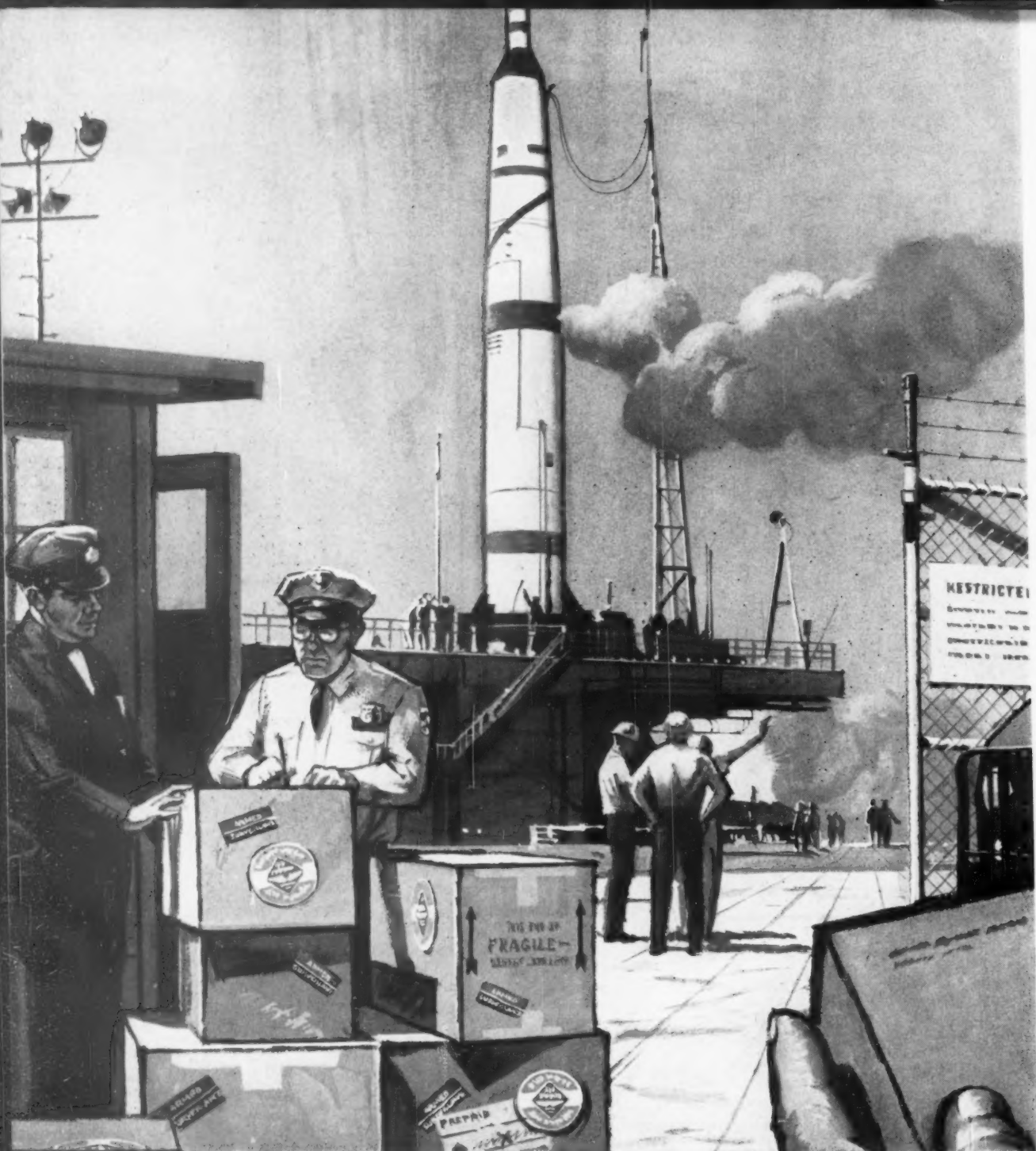
OF Dilemmas

... and they mustn't be neglected. Although Christmas is already a great occasion, Select-A-Gift provides unique means of improving your approach to problems of customer and employee gift-giving. Indicate the price you wish to pay, send us your gift list... and we do the rest. Your recipient selects *THE GIFT HE WANTS* from an elegant booklet offering 20 carefully selected items. Eleven merchandise booklets, from \$3.99 to \$100.00. Merchandise booklets up to \$25.00 include magazines. Magazine certificates are priced \$3.50, \$5.50 and \$7.95. Addressing, shipping and replacing — all handled by Select-A-Gift — are included in the category price. You receive a list of recipients, and gifts selected, for income tax purposes; and shipping dates. Christmas, Birthday, Graduation, Wedding, Bon Voyage, Anniversary, Congratulations, Thank You, **SALES INCENTIVE PROGRAMS** — all included in our plans to make your personal and business gift-giving more efficient and distinguished than ever.

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These unique advantages aren't restricted to missile programmers, either. Any business—large

or small—can enjoy them in full and at amazingly low cost. Just one phone call to your local AIR EXPRESS office arranges everything, door-to-door.

Why not make that call today and discover why modern business men find that it pays in so many ways to think fast . . . think AIR EXPRESS first?

AIR EXPRESS



CALL AIR EXPRESS DIVISION OF R.E.A. EXPRESS • GETS THERE FIRST VIA U. S. SCHEDULED AIRLINES

How The **BUSINESS GIFT ISSUE** Can Solve Your Gift Giving Problems

Gift Gallery

52

For customers at Christmas and other holidays; for long-service awards, anniversaries, retirements; for sales and other incentive programs: a comprehensive display of gifts presented editorially to help you select those suited to your specific needs. In addition to a brief description of each, you will find size, price, and other manufacturer's information. To speed your selection, the Gallery is presented in various price categories starting at "up to \$3, modest," and ranging through "more than \$20, luxurious."

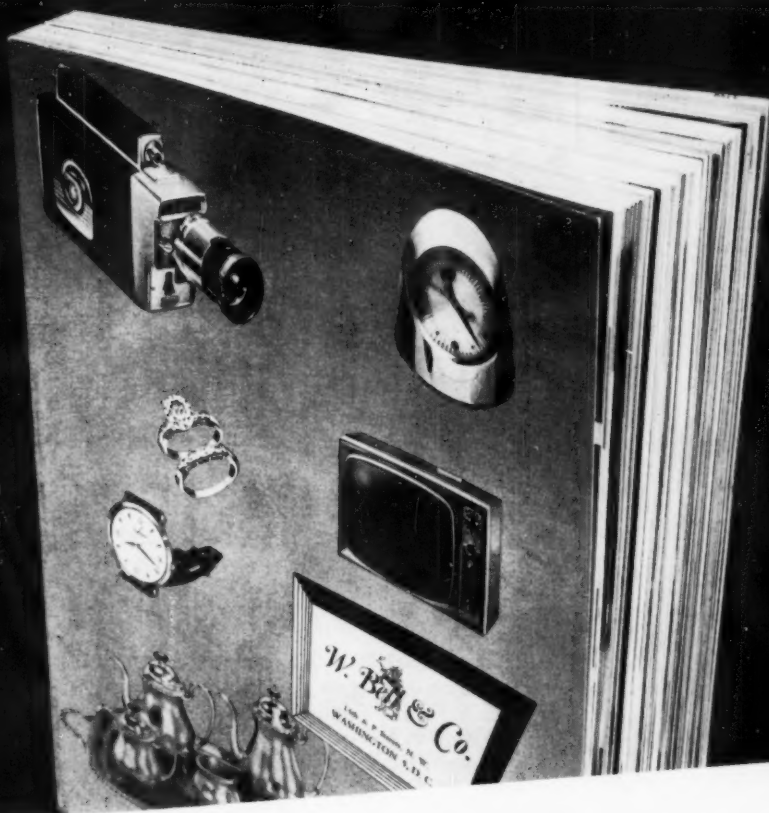
Product Index

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All products shown in this issue, either as editorial content or as advertising, are listed alphabetically in this section. For example, should your gift program call for binoculars, a look at the Product Index will tell you on exactly what pages to look. In other words: a ready product reference guide to facilitate your selection.

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Inter-Office Correspondence

To: Sales Manager
From: Purchasing Agent

Bernie, this catalogue may be the answer to our business gift problems. Wholesale only—Wide selection range—Nationally recognized items. Understand they have outstanding reputation for dependable delivery and they specialize in selling business firms fine gift merchandise. Suggest you write for catalogue.

John

P.S. Please send this book back to Swiger over at JWKCo. He claims he is lost without it.

For catalogue write:

W. Bell & Co.

14th and P Sts., N.W., Washington 5, D. C.

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Washington, D. C., 14th and P Sts., N.W.

Atlanta, Ga., 179 Whitehall St., S.W.

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Ready for Mailing



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225 Fifth Avenue, New York 10



Turning Back the Gift Calendar

What They Gave in the 1860's

Santa Claus as we know him today was "born" in the early 1860's.

Since then he has appeared in billions of pictures and his red costume has been donned by countless fathers and actors.

His traditional looks are largely the creation of two geniuses: Thomas Nast, artist and cartoonist, and Clement C. Moore, scholar and poet. Moore described him in "A Visit From St. Nicholas" (often mis-called "Twas the Night Before Christmas"):

*And the beard on his chin was
as white as the snow!*

*The stump of a pipe he held
tight in his teeth,*

*And the smoke, it encircled his
head like a wreath.*

*He had a broad face and a little
round belly*

*That shook when he laughed,
like a bowl full of jelly.*

A distinguished professor of Hebrew and Greek, Moore wrote the verses in 1822. Inspiration came on Christmas Eve as he was sleighing to his New York home at suburban 23rd Street. First hiding a bundle of toys, he swiftly dashed off the rhymes and after supper read them to his children around the fireside. A guest heard that first reading, and asked for a copy.

Sent to the Troy, N. Y., "Sentinel," the poem appeared there the following Christmas. It was unsigned. Later Moore included it in a collection of his more serious works. Reprinted widely, the poem did not find its ideal illustrator until 1863—the year of Moore's death. Then Nast pictured for all time the Saint of the "Visit."

(A decade later Nast added three other symbols to American folklore: the Democratic donkey, the Republican elephant, and the Tammany tiger. They appeared in his political cartoon for "Harper's Weekly.")

At the time he drew St. Nicholas, the 23-year-old Nast was already a veteran artist. At 15 he had contributed to "Harper's" and other magazines. (Years later, his hide-ripping cartoons played a major role in the downfall of the Tweed Ring of grafters but the Tweed scandals were unsuspected in the wartime year of 1863.)

People needed all the cheer that Santa could provide in that tragic period. The War of the Brothers was bringing sorrow to homes North and South. Gettysburg had been fought the preceding July. Blue and Gray, in winter quarters, made ready for new battles in the spring.

Meanwhile, "Stockings were hung by the chimney with care." Adults feasted hugely, but exchanged only a trickle of presents at Christmas. Gifts for grownups would not swell into a torrent until the advent of large-scale advertising.

December issues of "Frank Leslie's Illustrated Newspaper" contained a few items "for the holidays." (Christmas was not mentioned.) Mr. Leslie's weekly, a picture magazine, was the "Life" of its day. The tabloid ran 13 pages of editorial material, three pages of ads, and sold for 8 cents. Ads were small.

Tiffany, then as now, talked about its wares with utmost re-

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THE HOTTEST GIFTS GOING ARE BERNZ-O-MATIC

For prizes, premiums, gifts, sales incentives, self-liquidators...these Bernz-O-Matic products have proven appeal! All operate on safe, disposable, replaceable Bernz-O-Matic Propane Cylinders. The nationally advertised Bernz-O-Matic Torch is the handiest do-it-yourself tool since the electric drill. Other Bernz-O-Matic items offer the happiest way to outdoor living! A wide price range fits in with practically any plan. Take your pick...

BERNZ-O-MATIC PROPANE TORCH KITS

Popular TX-25 is Christmas-wrapped. Inside the enameled-metal carrying case: torch and attachments to do 101 jobs—remove paint, solder, hobby work, even brown a baked Alaska. TX-25—\$9.95*. Other kits from \$6.95* to \$13.95*.



BERNZ-O-MATIC PROPANE LANTERN

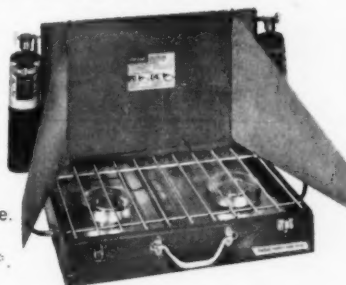
This safe, compact, lightweight Dual Beam Lantern is unmatched for lighting excellence, dependability and portability. Never any dangerous liquid to carry. It operates on clean-burning, disposable Bernz-O-Matic Propane Cylinders available everywhere. TX-750 retails for \$15.95.*



All prices quoted are retail. Liberal discounts apply.

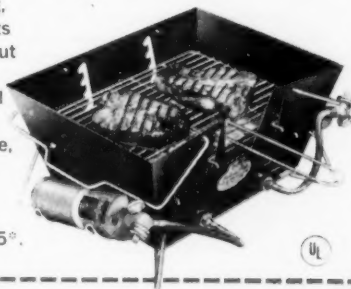
BERNZ-O-MATIC PROPANE COOK STOVE

Quick, safe! Brings kitchen convenience to outdoor living. For both outdoorsmen and the backyard-chef set. No pumping, no priming—just light a match. Folds to form its own lightweight carrying case. TX-850—\$26.95*. Single Burner—\$14.95*.



BERNZ-O-MATIC INDOOR-OUTDOOR CERAMIC GRILLE

Unique! Cooks sizzling, charcoal-flavored meats in 5-6 minutes—without charcoal. No ashes, no waiting. Year 'round use: outside, or in fireplace, hooded stove, garage, etc. Cook book enclosed. TX-1700—\$49.75*. Single Burner—\$29.75*.



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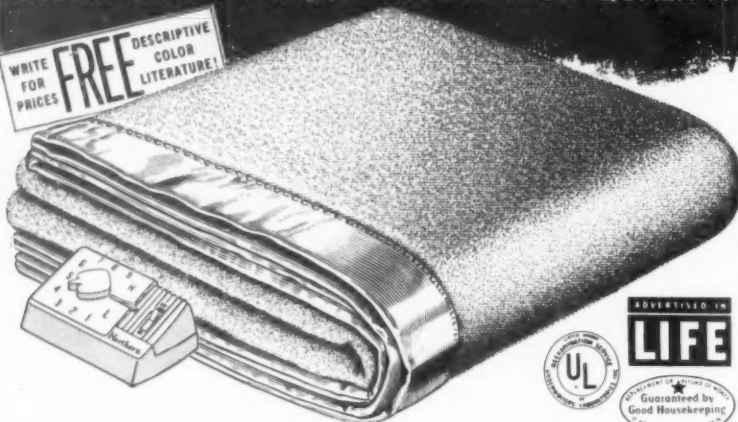
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Northern deluxe FULLY AUTOMATIC ELECTRIC BLANKETS

Deluxe throughout. Perfect for gift giving... the finest electric blanket on the market today. Made with luxurious, expensive Acrilan. Nylon binding guaranteed to outlast the blanket.

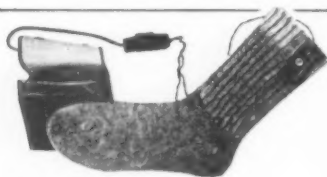
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Portable—for home or travel. Operates exactly like an electric blanket. Washable. Lightweight, easy to carry in colorful zippered travel bag. Single and double bed models. • Fully guaranteed.

Northern Electric Company 5224 North Kedzie Ave., Chicago 25, Illinois

straint. A notice in "Leslie's" said, with no high-power selling:

"Tiffany & Co., late Tiffany, Young & Ellis, 450 Broadway. Fine jewelry, precious stones, watches, silverware, bronzes, clocks, etc."

Whereas the 1961 male is urged to dewhisker by Schick, Norelco, Remington, Ronson, and Gillette, men of the 1860's craved bushy foliage. C. E. Hunter, Hinsdale, N. H., told readers:

"Moustaches [so spelled] and whiskers in 42 days. Don't be humbugged by Onguent. The great secret fully explained in the Book of Wonders. 12,000 sold. Twenty cents, 8 for \$1."

Beardless youths in the Army of the Potomac, envying the sideburns of General Ambrose Burnside, the drooping lip-fringe of General McClellan, and the chest-warming thicket of War Secretary Stanton, may have bought the Book of Wonders hopefully. To attract the ladies, a Stephen Foster song warned, "You Need a Moustache."

Those boys doubtless wrote for "Union playing cards," advertised in "Leslie's." With a colonel for king, goddess of Liberty for queen, and suits of eagles, shields, stars, and flags, the cards were a patriotic bargain at two packs for \$1. Besides, a deck of cards had stopped more than one bullet—though the godly claimed a pocket Bible was still better.

Because dysentery took a greater toll than bullets, a more useful gift would have been "Hostetter's Celebrated Stomach Bitters." H. J. Smith, Sole Prop., of Pittsburgh, didn't need to say another word about the remedy. Everybody knew that Hostetter's perked you up right away. Not everybody knew that it contained a big slug of alcohol.

The leading magazine, "Godey's Ladies Book," recommended for Christmas giving the poetical works of Mrs. Felicia Hemans. It was published by Lippincott, Grambo & Co. Said the sedate monthly:

"As no work in the English language can be commended with more confidence, it will argue bad taste in a female to be without a complete edition of the writings of one who was an honor to her sex and to humanity, and whose productions from first to last contain no syllable calculated to call a

SALES MANAGEMENT

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F - INSULATED BAGS

A long line with appeal for everyone — from baby to boating enthusiasts.

G - PORTA-FILES®

Letter-size and check-size — steel construction. UNLIMITED MARKET — for homes, farms, doctors, students, businessmen, etc.

H - TACKLE-TOOL-UTILITY BOXES

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I - THE GREAT SKOTCH GRILL (TM)

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SEPTEMBER 25-28**

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No. 323

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• COLD-FLYTE • SKYLANDER • TRAILBLAZER • INSULATED BAGS
• PORTA-FILES • TACKLE-TOOL-UTILITY BOXES

The Secret of Selecting Business Gifts!

HOWE Folding Tables are ideal business gifts. They are strong and rigid, fold and unfold easily. Nationally known because they are sold in better stores everywhere. For free, new gift catalog of the complete line and inspection samples, mail coupon below.



TAT



RTH4



WV



NPT

TAT It's a Tray! It's a Table! It's the HOWE Folding Tray-Table! A flick of a finger turns this superlative tray into a sturdy-legged table. Beautifully styled, practical, folds to 2" for easy storing. Hardwood legs. Brass-plated molding gallery and handles. 18" x 24"; stands 19½" high. Choice of 2 models: black or white plastic laminate top, black legs. Alcoholproof, heatproof. Packed 1 to carton. . . Retail price, \$29.95. Available in quantity orders with hardwood tops only. (Price on request.)

RTH4 Space-saving HOWE Rak-O-Tables! Tables stand firmly, dependably, solidly. Hardwood throughout. Well-made rack has hand rail at top for easy carrying. Table open: 15" x 18"; stands 25" high; fits comfortably over lap. Black with gold striping or mahogany finish. Alcohol and heat-resistant. 4 tables and rack to carton. . . Retail price, \$39.95. RTH2—2 tables and rack to carton (25 unit min.). . . Retail price, \$22.50. RTF4—Black, white or fruitwood patterned plastic laminate top, ebony-finished legs and rack. 4 tables and rack to carton. . . Retail price, \$49.95. RTF2—2 tables and rack to carton (25 unit min.). . . Retail price, \$32.50.

WV Deluxe model of the all-purpose Utility Folding Table (above). Strong, rigid, beautifully finished. Folds to 3½". Opens or closes in one motion. Hardwood throughout. 16" x 28"; stands 27" high. Choice of 3 finishes: Black with gold striping, mahogany or maple. 1 to carton. . . Retail price, \$19.95. WVP—Plastic laminate top in teak, mahogany or tan linen patterns also available. 1 to carton. . . Retail price, \$25.75. WVG—Ebony-finished folding game table. Gold-screened, checkerboard-patterned top. Has all the features of the MODEL WV. Open: 16" x 28"; 27" high, fits over lap. 1 to carton. . . Retail price, \$21.00.

NPT Self-contained Nest-O-Tables. Use them for individual buffet supper service, resting an ash tray, snack or beverage. Butted end-to-end, they make a functionally attractive coffee table. They store nested (felt discs prevent scratching) or unscrew the legs and tuck the entire unit in a closet. Tables stand 17½". Tops measure 16" x 16", beautiful, teak-patterned plastic laminate surface, black plastic edging. Ebony-finished legs trimmed with brass ferrules. NPT2—2 tables to a set. . . Retail price, \$19.95. NPT3—3 tables to a set. . . Retail price, \$29.95.

NPW Same Nest-O-Tables as NPT, above, except tops are walnut-patterned plastic laminate, trimmed with anodized aluminum, brass-finished edging. Walnut-finished legs and brass ferrules. NPW2—2 tables to set. . . Retail price, \$22.50. NPW3—3 tables to set. . . Retail Price, \$32.95.

HOWE Folding Tables are drop-shipped at nominal charge.
Substantial discounts from retail prices now available!

FREE!

New Business Gift Brochure



If it folds—ask HOWE!

HOWE FOLDING FURNITURE, INC., DEPT. S-101
One Park Avenue, New York 16, N. Y.

► Send me inspection samples of the following HOWE Folding Tables:

TAT ☐ RTH ☐ RTF ☐ WV ☐ WVP ☐ NPT ☐ NPW ☐

► Please send me free, your new Business Gift Brochure.

My Name _____ Title _____

Company _____

Address _____

City _____ Zone _____ State _____

blush to the cheek of modesty and virtue.

"There is at times a pensiveness of tone, a winning sadness in her more serious compositions which tell of a soul which has been lifted from the contemplation of terrestrial things to divine communings with beings of a purer world."

Such highfalutin language was not universal. At this same time Confederate General A. P. Hill was endorsing a private's request for transfer to the regimental band: "Refused. What this army needs is more shooters, not tooters."

Right-thinking parents tried to squelch language of that low type. They gave their sons T. S. Arthur's "Advice to Young Men on Their Duties and Conduct in Life." Arthur, an earlier Dale Carnegie, cautioned against the evils of dueling, hanging around seegar stores, and using "downright slang."

You would win no friends nor get a business promotion if you stooped to vulgar slang. He told the sad tale of Mr. W., wooing the boss's daughter. Said she:

"He let drop the words, 'It's all my eye,' and again, 'He came up missing.' And then, to my horror, certain individuals about whom he was speaking were 'small potatoes.' He saw that I was surprised at this last slip of the tongue, and colored deeply."

Naturally, the girl "steadily repelled all advances from Mr. W." Yet he was "really as refined in heart as the lady." He wound up behind the eight ball. Served him right—the lardhead.

Modern Mr. W.'s might say that newspapers of 98 years ago were pretty small potatoes. The daily New York "Times" and "Tribune" contained eight pages. James Gordon Bennett's "Herald" measured only 12 pages. Type of all three was so small it makes the ears ring to read it today.

Thrift was stressed in most advertising. "Cheap Christmas presents," Arnold, Constable & Co. told readers. The store suggested giving dress patterns of Calicoes, Challies, Delaines, Plaids, Alpacaes, English Merinos, and Valenciennes.

"Wholesome and Cheap Sweetmeats," and Kinsey's, "the Cheap Store," were plugged. Prices of everything by current standards certainly bore this out: "Good

SALES MANAGEMENT

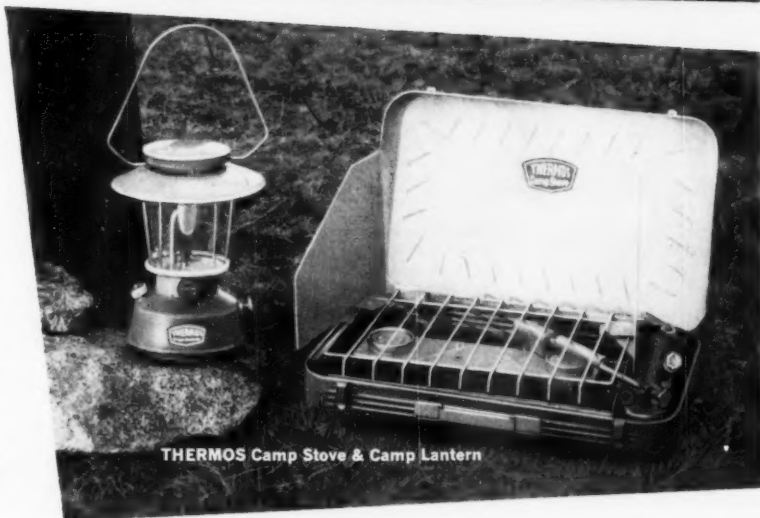


THERMOS Outing Kit



THERMOS Picnic Jug & Ice Chest

GIVE
SOMETHING
SMART
BY
THERMOS™
*Foremost brand
in outdoor living*



THERMOS Camp Stove & Camp Lantern

Do they CAMP? You bet! PICNIC? Sure thing! Your customers, prospects and key employees enjoy OUTDOOR LIVING—it's America's No. 1 family pursuit. You'll delight them at Christmas (and year round) with SOMETHING SMART IN OUTING ACCESSORIES "BY THERMOS™". Or select stylish Thermos brand vacuum ware or other insulated ware. It's welcome and useful in any home or office. And the THERMOS brand is the mark of quality; it means your gift is the finest—for indoor or for outdoor living. Please write to our Sales Department for information on our complete gift line.

Left to right: THERMOS Pitcher Set,
THERMOS Ice Preserver, THERMOS
Coffee Server. (Many styles and prices.)



THE AMERICAN THERMOS PRODUCTS COMPANY, NORWICH, CONNECTICUT • SUBSIDIARY OF KING-SEELEY THERMOS CO.

the Present with a Future!

Hi-Lo® year-'round GRILLS



Hi-Lo Matic "Push-Button" Grill Model H-603
Completely automatic grill, loaded with convenience features. Has self-contained electric console for finger-tip selection of fire-starter, rotisserie unit, nite lites, timer, bell alarm, warning light plus convenience outlet and more! Antique black enamel and Brass finish. Individually cartoned.

Elegantly Different . . . Practical Business Gifts

Your friends, employees or business associates will cherish and remember the gift that's different . . . the one that turns every good time into a real occasion . . . a lifetime gift that the whole family can enjoy the year 'round. Hi-Lo grills are available in styles, types and accessories to match every taste or budget. Their bold, handsome appearance is outdone only by their performance.



Deluxe Chow-Wagen Grill Model H-602

Has full hinged, vented hood, heat gauge, electric rotisserie, precision heat adjustment, Chrome plated grid, Brass plated legs, handle and knobs; large rubber tread-wheels and antique black, heat resistant finish. Individually cartoned.



Chow-Wagen Model H-601

Same convenient size, sturdy construction and finish as the Deluxe model including a 476 sq. in. plated cooking grid with charcoal access door. Not equipped with hinged front hood or heat gauge. Individually cartoned.



Model H-1300

Another Indoor-Outdoor All-Season Favorite

The original, portable picnic grill, plus handy combination shipping-carrying case. Sets up or takes down in seconds, works perfectly in any indoor fireplace . . . or outdoor picnic site. Cooks without pans and burns any solid fuel. The practical, economical answer for those who'd like a "take-along" grill.



Name _____
Company _____
Address _____
City _____

Gentlemen: I am interested in your Hi-Lo Grills. Please quote me your special Holiday prices on

Model _____ in quantities of _____

Please have a Hi-Lo representative contact me at once . . . ☐

I would like to see samples . . . ☐

UNION STEEL PRODUCTS CO.
305 N. Huron Street Albion, Michigan

Bourbon, \$1.25 per gallon; 25c per bottle. Good sherry, \$2 per gallon; 40c per bottle."

Inexpensive, too, was the "Craig microscope . . . a beautiful and appropriate Holiday gift to young or old, combining instruction with amusement. \$2.25; with 6 mounted objects, \$3; 24 objects, \$5."

Not beautiful, but economical, were several brands of white-enamelled steel collars. "Appearance and comfort of linen. Cleaned in one minute with a sponge."

Chickering & Sons, Boston, had "holiday presents" for the more affluent: "Elegant grand, square, and upright piano-fortes, Musical Boxes, Voix Celeste, Mandolines, Harmoniphones, Melodeons, Carved Ivory and Tortoiseshell Curiosities."

The term "elegant" was as much a stand-by of copywriters as "amazing" is now. Terry, a New York haberdasher, said his "Central Park Skating Hat" was "the most elegant hat ever produced."

Ads, lacking the lure of illustrations, used repetition, in the manner of a TV commercial:

"Elegant new perfume for the handkerchief. Extract of the Night Blooming Cereus

Night Blooming Cereus

Night Blooming Cereus

A most exquisite, delicate and fragrant perfume distilled from the rare and beautiful flower from which it takes its name. . . ."

Lord & Taylor's and Macy's department stores filled a prominent place in the ad columns of New York papers. L & T proclaimed: "Cloaks! Cloaks! Cloaks! Rich Laces! intended especially for the Holiday Season." And there were:

"Gala Times at Macy's!!!

Lace goods

Needlework goods

Yankee notions

Glove boxes

Work boxes

A large assortment of wax dolls, with curly hair, that say, 'Poppa' and 'Mamma'."

So, although merchants had started to promote gifts for everybody, Santa's pack held mainly gifts for the children. A hundred years later it holds enough for young and old.

SALES MANAGEMENT



CORNING * WARE

GIVE CORNING * WARE FOR CHRISTMAS AND INSURE REMEMBRANCE THE WHOLE YEAR 'ROUND

Everyone will remember your Christmas gift when you give CORNING WARE. It's a tasteful gift the whole family enjoys . . . a happy gift for every home. It's a gift whose value is known through national television advertising. You can freeze, cook, and serve, all in one dish. Above all, it's a handsome gift, individually packed in mailable gift cartons for your convenience. Please turn the page for a full description of items available, plus prices and the details of ordering.

CORNING * WARE



Everything about this six-piece **CHEF SET** is luxurious except the price. Saucepans are 1, 1½, 1¾, and 2½ quart. The skillet is the convenient 10-inch size. Two handsome cradles, clear knob covers, and a detachable handle are included. Handsome percolator holds 9 cups. All pieces are in blue cornflower decor. Order No. P-26. Retail price, \$39.95.



The most exciting automatic coffeemaker on the market is this Corning **ELECTROMATIC**. It can brew coffee all day and the last cup will be as fresh tasting as the first, because its non-porous surface can't borrow flavor or lend taste. Comes with base and cord. Order No. P-23-EP. Retail price, \$29.95.

YOUR GIFT DOLLARS BUY YEAR-ROUND SATISFACTION

And it's easier than ever to give Corning® Ware business gifts this Christmas. Our distributor in your area is ready to handle every detail of your gift program, whether large or small. He can relieve you of all your business-gift worries.

MAIL COUPON TODAY FOR FULL DETAILS

CORNING GLASS WORKS

CORNING, NEW YORK

Attention: Specialty Sales Dept. 99

We are interested in giving Corning® Ware as Christmas business gifts.

- ☐ Please send full information on your business-gift program.
☐ Please have your local representative call.

Name.....

Company.....

Address.....

City..... Zone..... State.....



NEW HOMEMAKER SET provides 1-, 1½-, and 1¾-quart saucepans, a 9-inch skillet, and a 6-cup percolator, all in blue cornflower. A cradle, detachable handle and clear knob covers are included. Number P-25. Retail price, \$29.95.



Wonderful companion piece to the Electromatic coffeemaker is the **ELECTROMATIC** skillet. The thermostatic control in the handsome cradle base has settings up to 325 degrees. She can cook right at the serving table or keep things piping hot with this unit. Order No. P-22-ES. Retail price, \$29.95.

SINGLE ITEMS

ATTRACTIVELY BOXED

Item	Retail Price	Item Number
PERCOLATORS		
6 cup	\$ 9.95	P-116
9 cup	10.95	P-119
SAUCEPANS		
2½ qt. with cover, handle, cradle	10.95	P-14-D
2½ qt. with cover	6.95	P-2½
1¾ qt. with cover	4.95	P-1¾
1½ qt. with cover	4.50	P-1½
1 qt. with cover	3.95	P-1
SKILLETS		
10" with cover, cradle, handle	12.95	P-150
10" with cover	8.95	P-10
9" with cover	5.95	P-9
7" with cover	3.95	P-7



editorial

Gift Giving Broadens Its Base

In recent years, the road to corporate giving and rewarding has been bumpy. First there was the recession in '57-'58—then the odious payola scandals in '58-'59. Following closely was the recent economic dip. Added all together they could have shaken the very framework of corporate remembering if the practice hadn't been soundly established by custom and by the sincere desire to say "thank you."

But the sum total of expenditures for corporate gifts and awards has not lagged. For one thing, there has been a shock absorber in the form of a broadening base. Merchandise or incentive travel has been found more desirable and more acceptable than cash for prizes and awards because of the difference between the corporation's wholesale price and the retail price which the individual would be forced to pay for the same item. And of course with most of us, cash is here today and gone tomorrow.

Christmas no longer has the monopoly. Many corporations now plan their gift giving promotions around widely observed holidays such as Thanksgiving and Easter. At Christmas, say many, the gift must vie with too many others for attention and recognition of source.

Now, for both customer and employee gifts,

the recipient's birthday—or a wedding anniversary—grows in importance as the focal point of the gift effort.

Contributing to the gifts-around-the-year trend is the employee service award. This kind of intramural corporate recognition accounts for vast quantities of consumer gift items throughout the year.

The burgeoning of sales incentive programs adds impetus to the trend. In addition to the classic type—X dollars in sales assures an all-expenses-paid trip to Hawaii—many manufacturers encourage their retail associates to offer gifts to prospects who merely stop by the showroom. Then, too, the trading stamp is used more and more—apart from its widely successful consumer acceptance—as an incentive by firms eager to spur their salesmen to increased effort.

National contests, dealer referral plans and box-top premium programs account for still more gifts.

No matter what the season, industry's use of the business gift is growing. It has weathered storms and overcome minority objections and continues to figure prominently, along with sister techniques, in the promotional budgets of thousands of American firms.

The Facts on **Tax Deductibility of Business Gifts**

Much has been said and written in recent months about new legislation affecting the tax deductibility of business expenses, including gifts. This hullabaloo has tended to obscure an essential fact—there isn't any new law or even new rules on this subject, and there won't be in 1961.

Legislation affecting business gifts is in the mill but has been put off until next February. If a law should be passed at the time, it will not affect the giving of gifts until some time in mid-year.

"Reasonable and necessary" is still the test applied by Internal Revenue Service to deductions for gifts given for business purposes. And this same standard applies whether the present is a Cadillac, season tickets to football games, or a box of cigars. Section 162 of the Internal Revenue Code, which relates to entertainment, gift, and travel expenses, remains unchanged.

The only thing that is even slightly changed about the tax status of business gifts is that there is a new set of hands at the controls of In-

ternal Revenue Service, plus more field agents to scrutinize more tax returns. IRS has been talking about crackdowns on business expenses for many years and the new administrators are talking just as tough as their predecessors. But the law and the court precedents remain the same and deductions that were legitimate and allowable in past years will pass muster again.

So much for the 1961 gift situation. What about next year? Then the rules of the game may change substantially. In 1962 or 1963, there may be a law placing a dollar limit on business gifts. This is part of the program of President Kennedy, adopted after much pressure from anti-business forces in Congress with the enthusiastic support of certain ex-professors now holding top posts on the Kennedy team.

For a half-dozen years, a loud minority in Congress has been clamoring for a real crackdown on expense account abuses. Numerous magazine exposes of horrid examples have supplied ample ammunition. During the Eisenhower Ad-

ministration, the agitation was brushed aside by promises of stronger enforcement.

As long ago as 1959, the Senate considered and rejected an amendment to ban business gifts as business expense deductions. This was a floor amendment which had not received committee support. It would have made a drastic change in a law which had stood since the first income tax law was enacted in 1913. Partly for these reasons, the amendment was voted down.

When the New Frontiersmen moved to Washington last January, agitation to pass the 1959 bill resumed. After only 3½ months in office, the Kennedy Administration was ready with its own proposal, which was a slightly tempered version of what had been debated in the Senate two years earlier.

On May 3, 1961, Secretary of the Treasury Douglas Dillon presented a comprehensive tax reform program to the House Ways and Means Committee. Among other things, he asked that all entertain-

(Continued on page 182)

Old Taylor 86

The gift most
likely to be
remembered



THE KENTUCKY BOURBON WITH THE

definitely better taste!

BEAUTIFULLY PACKAGED FOR THE HOLIDAYS • GIVE LIGHT AND MILD OLD TAYLOR 86 PROOF, OR SELECT OLD TAYLOR 100 PROOF
BOTTLED IN BOND KENTUCKY STRAIGHT BOURBON WHISKIES, THE OLD TAYLOR DISTILLERY COMPANY, FRANKFORT & LOUISVILLE, KY.
SEPTEMBER 10, 1961



BUSINESS GIFTS

Are Here to Stay

The giving of business gifts is "good, sound business," say 1,207 sales executives in response to Sales Management's 10th annual survey. And, in addition to supporting the practice at Christmas time, they see the spread of gift giving to year-round holidays, anniversaries, other significant occasions.

"We will spend as much—or more—on our corporate gift programs in 1961 as we did in 1960," say 88% of the respondents to Sales Management's Tenth Annual Business Gift Survey. Virtually every segment of American industry is represented by the 1,207 marketing executives who responded to the questionnaire and, despite the recession prevailing then, an unmistakably positive tone is apparent immediately.

Since 11% of the replies reveal projected increases in business gift spending—up to 25% over 1960 budgets—those actually planning cutbacks stand out in sharp contrast: a slim 12% of the total. Less than 1% of respondents plan to eliminate gift giving this year.

Says a marketing executive representing a steel fabricator in the Great Lakes area, "Over the past 12 years my feeling about corporate gift giving has changed considerably. I now feel this is a good, common-sense way of showing appreciation for a sound business relationship." Similar answers—indicative of the value of the business gift and of its true vitality as a promotional technique—dominate the survey.

Asked, "Did your 1960 practice represent a marked change from previous years?" a majority 84% said "no." Neither cutbacks in lists nor total elimination of them accounted for even 5% of the answers. There were, however, many indications of greater selectivity. In other words, companies were more discriminating, both in preparing the list and in choosing the gifts. When the count was complete, 60% retained lists about the same as in 1959; 22% said theirs were smaller; 18% said that their lists had grown. Lists were pruned from an average of 838 names to 609. (Only 10% of respondents had lists of 1,000 or more.) While 19% of the answers had all customers—as well as all names possibly bearing on sales—included on the gift list, the sales volume of each account was the big factor with 46% of the firms answering the survey.

They Say \$10 is "Safe"

One survey item in particular drew heavy response: "Charges have been made that corporate gift giving represents bribery. Let's

grant that a line should be drawn somewhere, but where? At about what dollar point does reasonable 'good will' giving leave off and commercial bribery begin?"

A substantial 62% of 624 executives responding indicate that a \$10 maximum protects the giver from charges of undue influence. Thirty-two executives feel the limit should be \$50; 17 say \$100 isn't excessive for one's very best customers.

Customers were remembered at the 1960 Christmas holidays by 82% of American corporations.

Three, undoubtedly with tongue in cheek, suggest \$500 to \$5,000 or even \$25,000 gifts as representing good will rather than bribery!

In 1960, the average SM subscriber spent \$5,434 on his corporate gift list—up slightly over the \$5,387 of 1959. (This came about because of smaller lists but a higher average price-per-gift.) Each business gift given in '60 cost the donor an average of \$8.82—an increase over the \$5.79 average reported for '59. (The figures are not directly comparable because advertising novelties—more properly charged against all-year promotion—were not included as gifts on the current survey.) A total of 71.4% of all business gifts cost less than \$10. The new survey indicates, however, that more companies than ever before—23.9%—gave remembrances costing from \$10 to \$25.

To further break it down: 35.8%, the largest group, sent gifts in the \$5 to \$10 bracket; 20.3% sent gifts costing \$2.50 to \$5; and 12% fell into the area of \$1 to \$2.50. The remaining small percentage is accounted for by items either under \$1 or over \$25.

A Detroit manufacturing executive reveals why his firm adheres to a modest business gift expenditure: "Our gifts never exceed the nominal value of \$3.50. We want to keep them below the point where embarrassment begins. In the case of a \$3.50 item, the amount spent is only equal to a normal lunch ex-

* Where percentages are over 100, more than one policy has been followed.

pense." The v-p of a lighting equipment firm adds, "Isn't it agreed that the gift either expresses thanks for past business or hopes for the future? I don't think the dollar value is important. It's the attitude."

What They Selected

Merchandise gifts scored 69% of all answers to the question, "If your company sent greetings to customers in the 1960 holiday period, what form did they take?" Cards were second with 54%. "Nothing sent" accounted for 18% of the responses, while calendars or advertising novelties were used by 17%* of the respondents. A standard brand item of high reputation and known value was chosen by 57%, 43% maintaining that the novelty gift will get you more mileage.

The majority of respondents—62%—suggest the family-type gift, while 22% indicate a preference for a gift the recipient can make personal use of away from the office. A modest 16% prefer a gift strictly for office use.

Some companies describe the majority of their customers as retailers. "We have almost reached the conclusion," reports a sporting goods manufacturer, "that our retail dealers do not want a personal

Not including cash gifts or bonuses, 37% of companies presented gifts to their employees last Christmas.

Three out of four companies surveyed permit employees to accept holiday remembrances of reasonable value from suppliers.

gift. They would much rather have a giveaway bearing their imprint. We've supplied ours with a fishing calendar which has proved extremely popular year after year."

The American love of change, the need for something new, crops up prominently as a factor when it comes to the annual decision of what to give. While 38% say they prefer to keep the gift that has

(Continued on page 94)

Hit Them Twice as Hard with Double-Duty Gifts

Combine a food gift item with a re-usable container and your promotional mileage is doubled. Here's why: a gift of cheeses, jellies or maple syrup provides just so much identification and promotional benefit for the donor. The food is savored and, for a short time, remembered. But add a really useful container—a wicker basket, ice bucket, or portable Japanese grill, for example—and your chances of staying identified and appreciated are 100% better.

Cheese Treasures Of The World, Inc., offers along with its fine selection of cheeses, a teakwood cheese-board with decorative ceramic cutting tile. As a scrumptious food product, the cheese is certain to vanish in the normal course of

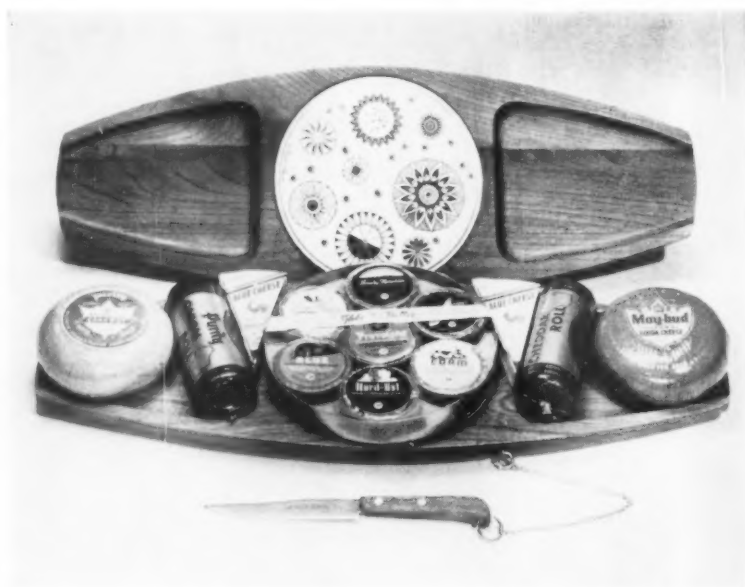
events. The teakwood board, on the other hand, is infinitely more durable. In the months and years to come, it can be used and re-used. Each time, you have a chance to be remembered. In short: a promotional bonus.

A wide variety of containers have been successful for this kind of promotion. The familiar attache case is unusually effective, says Holiday Foods Inc., an Iowa packager of gift foods. Filled with cheese and preserves, the gift is expressly designed for the businessman, who will find a regular use for the case once he and his family have enjoyed the food products it contains. Certainly, the item can look forward to consistent use—and will be a continuing reminder of you.

The gift container does not necessarily have to have a business tie-in, of course. The Chas. A. Peterson Co. fills an attractive ceramic ash tray for home use with a selection of plump, salted nuts. Obviously, few people will discard an ash tray. And it carries an additional benefit since, in all probability, it will be placed in a location where it will be on continuous display—a bar, end table or countertop.

In the same manner, the Ward Baking Co. offers its fruit cakes in English brass containers of simulated Wedgewood design. Once the cake has met its gastronomical end, the container can serve as a handsome planter for indoor greenery. As with the ash tray, it is not likely to be thrown out or put away.

Here a reusable container is chosen which will stand the test of years. Its unusual nature suggests reuse action on the part of the recipient.



It is often wise to select a gift which includes a reusable container suitable for party use. Repeatedly, the average family is host for dinners, cookouts and parties—occasions which assure your gift the maximum exposure.

Rather, it will sit in full view, housing a frilly, leafy plant—mute testimony always of your regard for its owner.

Perhaps the cleverest tie-in between the edible product and its container is accomplished by Trader Vic's Food Products Inc., of Berkeley, Cal. Featuring hot rum and Tom and Jerry batters, the firm includes a set of terra cotta mugs especially designed for the enjoyment of these particular drinks. The set makes an enviable addition to anyone's bar: a clever way to insure lasting identification and appreciation.

Capitalizing on the current cook-out craze, the Wisconsin Cheese Makers Guild offers a Hibachi grill on which can be cooked any vari-

(Continued on page 102)



With the trout a pleasant memory, the Snake River Trout Company's reusable container takes over as a continuing reminder of the sender. Each time the creel is used during the years ahead, identification is renewed.



The sender benefits from a double impact. 1) the cheeses are enjoyed and 2) the ice bucket is used whenever an insulated cooler is required.

SEPTEMBER 10, 1961



Often it's advisable to emphasize the business theme throughout the gift program. The use of an attache case is particularly interesting because the sender is virtually assured of its continual use (and source identification) long after its food contents have been consumed.



A sports gift is certain to please someone in most families. A bowling ball for Mom, a gun case for Dad, a golf bag for Brother or an archery set for Sis—whatever the selection, the broad interest in sports will support the giving of a related gift.

Family Interest Is Key

Sports Gifts Score with Whole Family



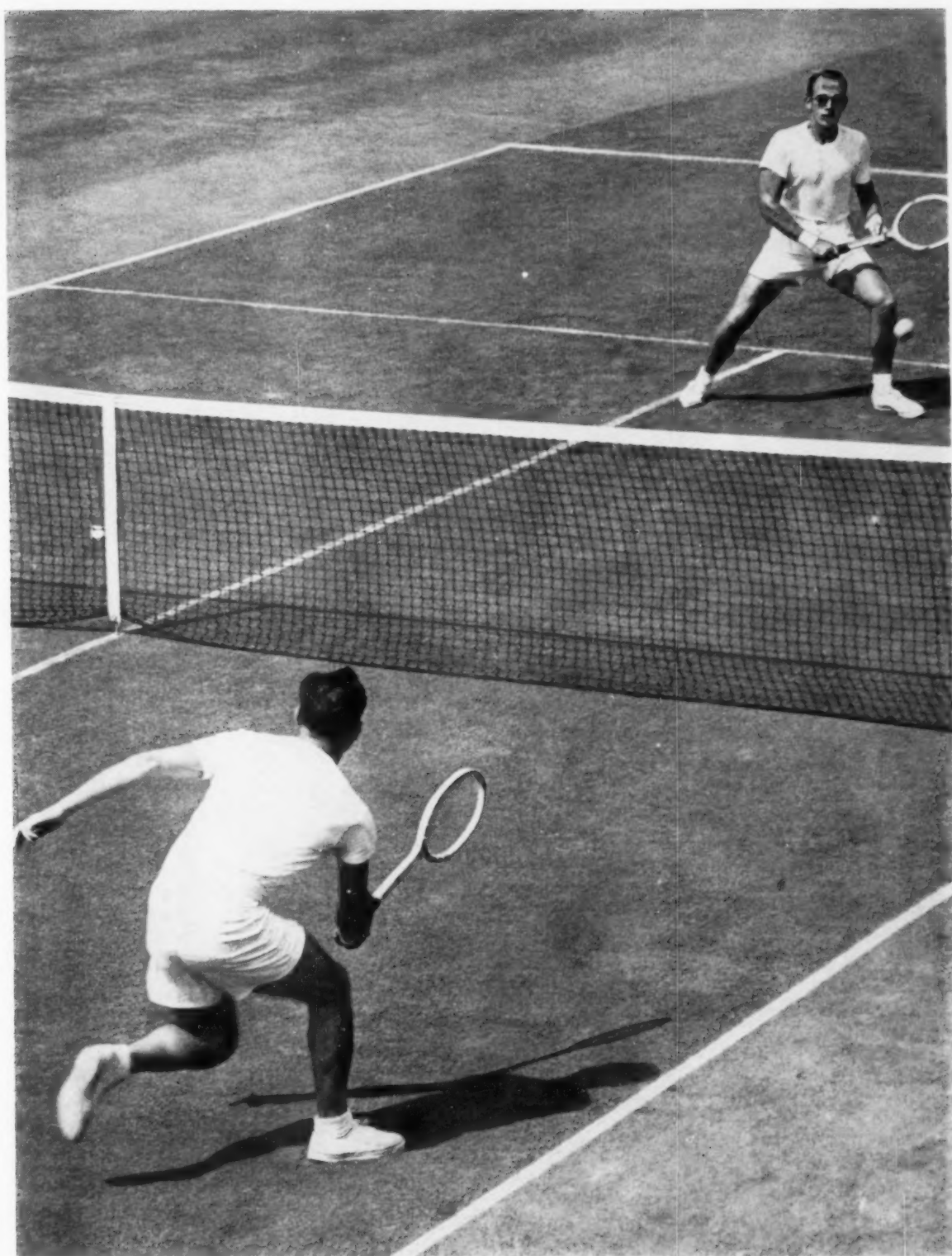
Whether you seek a gift for the surf, deep-sea or fresh-water fisherman, there are dozens of moderately priced rods and reels from which to choose.

If a man doesn't golf, bowl, fish or swim, or spend his spare time dabbling in tennis, archery, hunting or water skiing, you can bet there's someone in his family who does. The trend to outdoor living—a by-product of increased leisure time—and the American preoccupation with weight reduction have greatly increased the popularity of participation sports. In so doing, they have created a vast gift market for sporting equipment.

The sports gift has an effective edge over others: because of the public's growing enthusiasm for various sports, your chances of giving a gift that will please are immeasurably greater.

The sports-type gift might well be called the family gift. Bowling, of course, has long since become a family sport, as have fishing, archery and tennis. The same is true of water skiing, camping and hiking. And, increasingly, the better-half can be seen whaling one down the fairway in a determined bid to beat her husband at golf. Result? An unusually receptive climate for this type of gift.

SALES MANAGEMENT



Millions of Americans enjoy the game of tennis—one of America's most popular participation sports. In almost

every family, there is someone who plays or wishes to play. Rackets and tennis balls can be welcome gifts.

Premiums and Incentives Boost Creative Selling

The primary job of premium and incentive programs is to move merchandise. During 1960 this objective was reached in a variety of creative ways, including traffic-builders, self-liquidating premiums, national contests, coupon plans, anniversaries, service awards and safety campaigns. Throughout industry, the effective and vigorous use of incentive merchandising implemented sales quota contests, stimulated consumer buying, and insured satisfaction as part of employee service award programs.

In a special Sales Management survey on the use of incentives, premiums and service awards, 59% of the respondents said they operate special incentives programs. Long-service awards programs were reported by 48% and 20% revealed that they support a premium plan for stimulating consumer purchases of their products. All in all, a healthy testimonial to the growing use of these promotional media.

A highly attractive consumer offer—a \$19.95 West Bend electric saucepan—sparked an effective premium promotion conducted by Quaker Oats Co. of Chicago last Fall. The opportunity to save \$10 on the saucepan was presented through a certificate enclosed in specially marked Quaker Oats and Mother's Oats packages. The customer remitted only \$9.95 along with one of the certificates.

The idea for using the saucepan as a premium was the result of a joint effort by Quaker's advertising and premium departments, along with the company's ad agency for oatmeal products. Since the secret of good oatmeal is controlled heat, the company approached West Bend and asked them what could be done to provide an item embodying this feature as well as an

item that would fit into a certain price structure enabling Quaker to offer it on an exclusive basis. The result was the 3-quart electric saucepan with dial heat control.

Quaker supported the offer with point-of-purchase material including a huge and colorful "silo" dis-

play, ad mats, window banners, stack cards and shelf-talkers. The result, says the company, "was great consumer interest."

The Sales Management incentives and premium survey included comments on individual incentive merchandising. "Generally," replied

Schoolltime is HOT OATMEAL TIME!





"...to keep Ruthie going all morning long
I usually give her a good hot oatmeal breakfast...oatmeal's easy enough to fix and it seems to stay with her 'til lunch...I do think it makes us both feel better..."

—JANE, 10 YEARS OLD, RUTHIE'S BROTHER'S SISTER



YOU KNOW YOU'VE DONE YOUR BEST...WITH HOT MOTHER'S OATS

NEW...FOR YOUR BREAKFAST OATMEAL AND DOZENS OF OTHER USES

WEST BEND ELECTRIC SAUCEPAN

SAVE \$10.00 WITH CERTIFICATE IN PACKAGE

LOOK FOR THIS SPECIALLY MARKED PACKAGE

West Bend Electric Saucepan has 3-quart capacity, automatic heat control, instant boiler, dialing in energy control, steam, water hot faucet mount, no overboiling, a perfect cooking or dinner gift. Nationally advertised at \$29.95. \$19.95 only. (MSRP \$29.95) (MSRP \$19.95) (MSRP \$19.95) (MSRP \$19.95) (MSRP \$19.95)

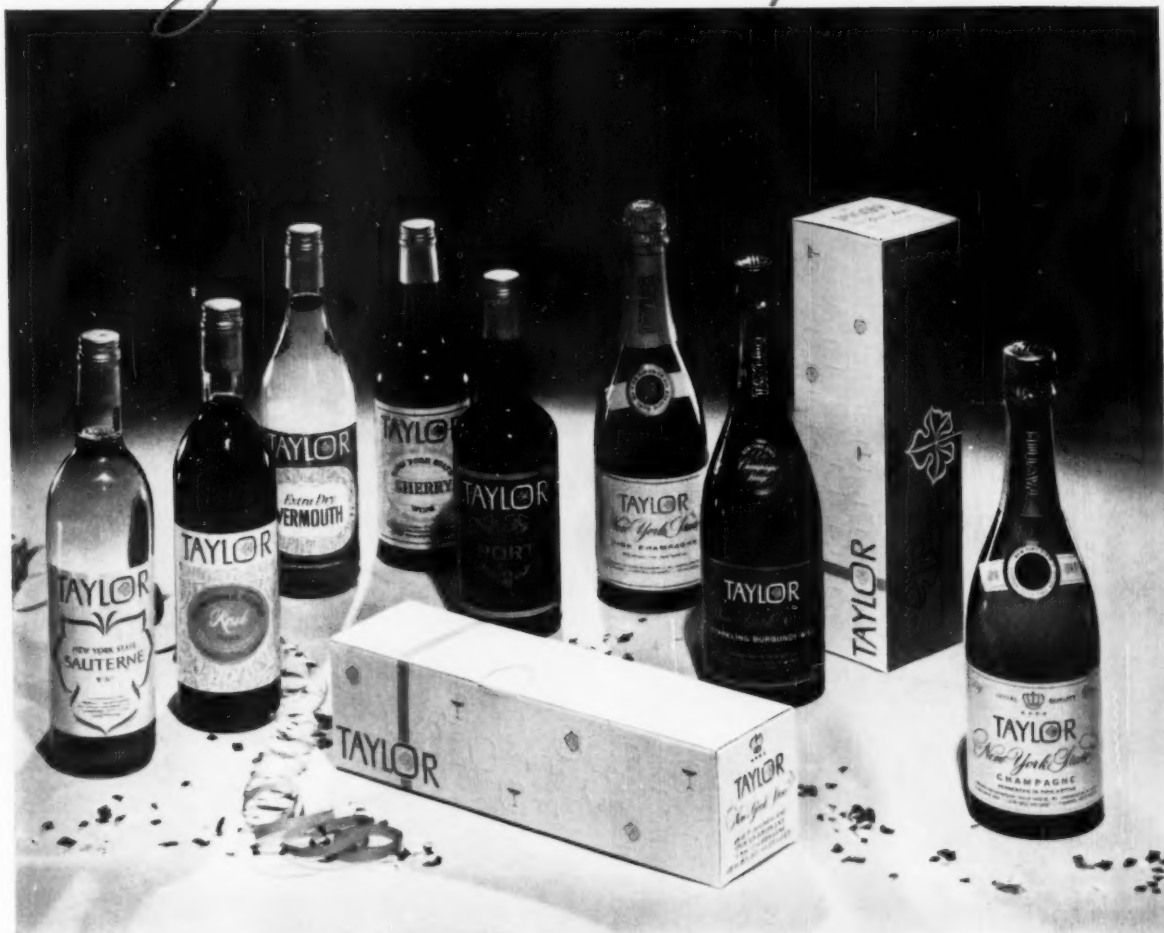


ACTUAL PRICE \$29.95
YOUR PRICE \$19.95
SAVE \$10.00

The additional lure of an effective premium promotion is apparent in this advertisement by Quaker Oats announcing its electric saucepan offer.

WHAT A WONDERFUL WAY
TO SAY...

"You are Someone Special!"



TAYLOR *Wines and Champagnes*

A man *knows* you think well of him when you give him Taylor Champagne or an assortment of Taylor Wines.

This is a gift that compliments the recipient's good taste, because it is the finest of its kind. It is certain to be enjoyed. It is different, out of the conventional run of gifts. And the cost is modest.

For price information and full details just attach the coupon to your letterhead.

THE TAYLOR WINE COMPANY, INC.
378 PARK AVENUE
NEW YORK 22, NEW YORK

Please send information on Taylor Wines and Champagnes for business gifts.

NAME _____
COMPANY _____
ADDRESS _____
CITY _____ STATE _____

SM-961

The Taylor Wine Company, Inc., Vineyards and Winery, Hammondsport, New York

Suggestions for Planning An Incentive Campaign

Consider your objective:

Do you want more sales, more customers? Or is it a new territory to be explored? Perhaps it is a matter of safety, higher production or courtesy.

Pinpoint the target:

At whom is the campaign to be aimed? Salesmen, dealers, customers or people in the plant?

What is it worth to gain your objective?

What is a new account worth? What percentage can you afford for added sales? You are the only one who can answer this question.

What is in it for the prize winners?

Include as many persons as possible. Let everyone win as much as possible so that runners-up, also important, may benefit from your objectives. Cross-check your figures: under the terms of your offer, how much will the average man get? What will top winners get? Then answer two questions: is it inside the budget? Is it enough to arouse interest?

Write the rules:

Fix the dates for the start and finish of your campaign. Decide on the point values for performances accomplished. These points tie in to the penny with your wholesale cost. Example: if an item in the half-cent-a-point list has a value of 2,000 points, it costs you \$10 at wholesale, plus delivery. Delivery, on a nation-wide average, runs 6%. The retail value of the prize, which is the figure that the winner has in mind, is about \$15.

Plan promotion details:

After the targets are pinpointed, budgets are approved, and rules are charted, it is best to turn the campaign over to one person and hold him responsible for it. A successful campaign needs direction, timing, enthusiasm and personality. Select a theme; experience shows that the best campaigns are built around a popular theme. Plan the announcement and follow-up. Once a campaign is launched, it must not be allowed to drag. From six to ten enthusiastic, interesting, follow-up pieces are needed.

Important:

Mail the prize book to the home.
Mail progress reports to the home; tell each participant how he and his colleagues are doing.
Mail point certificates (progress to date) to the home.
Instruct your winners to redeem their certificates as soon as possible.

Don'ts:

Don't be hazy. Check your literature for clarity. See that there are no misunderstandings, no questions. Never offer a choice between merchandise and cash. Cash is a very poor incentive award. It has been tried and tried again. Merchandise is better.

—JOHN PLAIN & CO.

an Eastern container manufacturer, "we use self-liquidating premiums (they pay for themselves) for direct contact with the consumer: that is to say, a box top or coupon plus a specified sum of money. In the past, we've used cuckoo clocks, steak knives, kitchen sets, toys and scissors with a general value of from \$1 to \$4. The most popular premium item we've used, incidentally, was the cuckoo clock!"

Said a Midwestern consumer products manufacturer, "Substantial increase in area volume is the objective of our sales incentive program. The award is 'one week for two people' on a Caribbean island and includes transportation, hotels and meals. Of course, only qualified dealer salesmen may enter and the winner must top 140% of quota. We also provide cash bonuses at 80-, 90-, 100-, and 110% of quota. We're happy with the results in the first year of our incentive program."

Referring to its sales incentive plan, an appliance manufacturer adds, "We have \$3 to play with on each product sold. Therefore we prepare a booklet (with the help of companies in that business) which includes gifts so priced that the sale of one appliance delivers a \$3 gift; 10 appliances, a \$30 gift; and so on. Since we've only tried a limited variety of products, we can't speak with authority. However, we've found lighters, ice cube buckets and china pitcher sets to be effective."

In a determined, and successful bid to boost traffic (and therefore sales) in its new car showrooms, Ford Motor Co.'s Lincoln-Mercury Division undertook a premium program involving an aggressive direct mail promotion. In a letter to 2,300,000 owners of older competitive makes—as well as to Mercury owners—the company stated: "Congratulations! We are happy to inform you that you have won a prize in the new Mercury-Comet Prize-O-Rama. To find out what you have won, simply take the enclosed certificate to your local Mercury-Comet dealer. He will identify your prize and validate your certificate so that we may ship your prize promptly."

Of course, the letter also included the sentence, "While you visit your Mercury-Comet dealer, we hope

(Continued on page 136)

SALES MANAGEMENT



A SPECIAL MESSAGE to those who may be thinking about giving Jack Daniel's Tennessee Whiskey this year:

If you were put to any trouble last year with buying a quantity of Jack Daniel's, we'd like to try to help now. Just write us here in the Hollow and tell us about how much you might want. Then we'll do our best to make it available to you through your local retailer.

Be assured that any word from you would in no way obligate you to buy, should you later change your mind. But if you would like us to try to put some in reserve for you, write directly to our president: Mr. Reagor Motlow, Jack Daniel Distillery, P. O. Box 7, Lynchburg, Tennessee. He'll see to it.

© 1961, Jack Daniel Distillery, Lem Motlow, Prop., Inc.

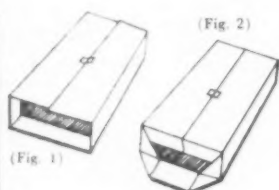
TENNESSEE WHISKEY • 90 PROOF BY CHOICE • DISTILLED AND BOTTLED BY JACK DANIEL DISTILLERY • LYNCHBURG (POP. 384), TENN.

SEPTEMBER 10, 1961

For "Wrap-It-Yourselfers"...

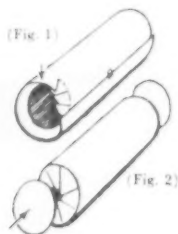
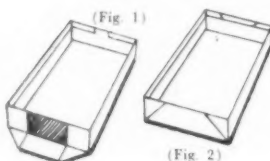
New Methods, New Materials, New Ideas

wrapping the box...



RECTANGULAR WRAP . . . Estimate the amount of paper you will need, allowing a half-inch overlap on back side of the box. The paper should extend over both ends a little more than half the depth of the box. Bring the paper around, and secure it on the back (Fig. 1). To secure ends, fold down top flaps first, bring the side flaps toward the center, and fold the bottom flap up. Secure. (Fig. 2).

SEPARATE LID WRAP . . . Cut the paper to a size that will fold over the sides and inside of the box. Bring the paper over the sides and secure (Fig. 1). Fold the remaining flaps up and over the ends of the lid. Secure (Fig. 2). The bottom of the box is wrapped in the same manner as the lid.

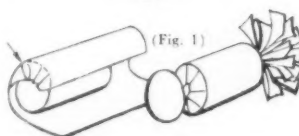


CYLINDER WRAP . . . Trace the ends of the cylinder on the gift paper and cut out two circles. Cut a piece two inches longer than the gift to allow overlap at the top and bottom. Wrap the paper around the cylinder. Secure. Fold down the overlap at the ends (Fig. 1). Apply paste on edges of the circle and attach to the top and bottom (Fig. 2).

SNAPPER WRAP . . . Roll the gift in paper which is long enough for the ends to be gathered and tied (Fig. 1). Tie the ends and fringe them (Fig. 2).



FLARED CYLINDER WRAP . . . For a combination of Cylinder and Snapper Wraps, trace the end and cut out one circle. The paper around the box must be long enough to overlap at the bottom and extend above the package to be gathered and tied (Fig. 1).



Gift wrapping can be a chore. We won't argue the point. But we will say that it needn't be. If you plan to handle your own gift preparations this year, there are things you can do to make it easier.

The basics are simply stated: wrap the package securely and make it as attractive and unusual as possible within reasonable cost.

The diagrams on these pages will (1) help you wrap the package—especially the odd-shaped one—and prepare it for mailing; (2) suggest some bows which can be quickly and easily tied should you scorn the pre-made variety; and (3) offer ways to dress up the package with simulated flowers—easily put together with leftover ribbon, a sponge and patience.*

How you buy your wrapping materials is up to you. You can either buy each item separately—ribbon, stickers, tape, paper—or in kit form. The manufacturers of these products offer both. If you plan to wrap a small number of gifts, the kits may do the job. For larger operations, bulk quantities of gift wrap materials may be more practical. (Chicago Printed String Co., for example, aiming at the company using 250 gifts and up, offers full and half-reams of gift paper, cartons of pre-made bows, and bolts of ribbon—all available directly from the company.)

* The drawings were supplied through the courtesy of Hallmark Cards, Inc., also manufacturers of gift papers and ribbons.

SALES RESISTANCE MELTS



To clinch a sale or cement a business deal . . . use flowers-by-wire.

FlowerPower brings in the order ... sell with flowers-by-wire

Businessmen, too, are deeply influenced by flowers-by-wire. For flowers have the power to reach into every heart, open every mind. They're always in good taste, always appropriate. And, they make your selling job far easier!

More and more business people use flowers-by-wire regularly—to extend congratulations for special achieve-

ment and to commemorate a special event or just to say "hello". Try the magic of *flower power* on your customers and see the difference. Have your secretary phone your FTD florist. Or stop in at the sign of the famous Mercury emblem and choose from the new flowers-by-wire catalog of suggested arrangements you can send anywhere.

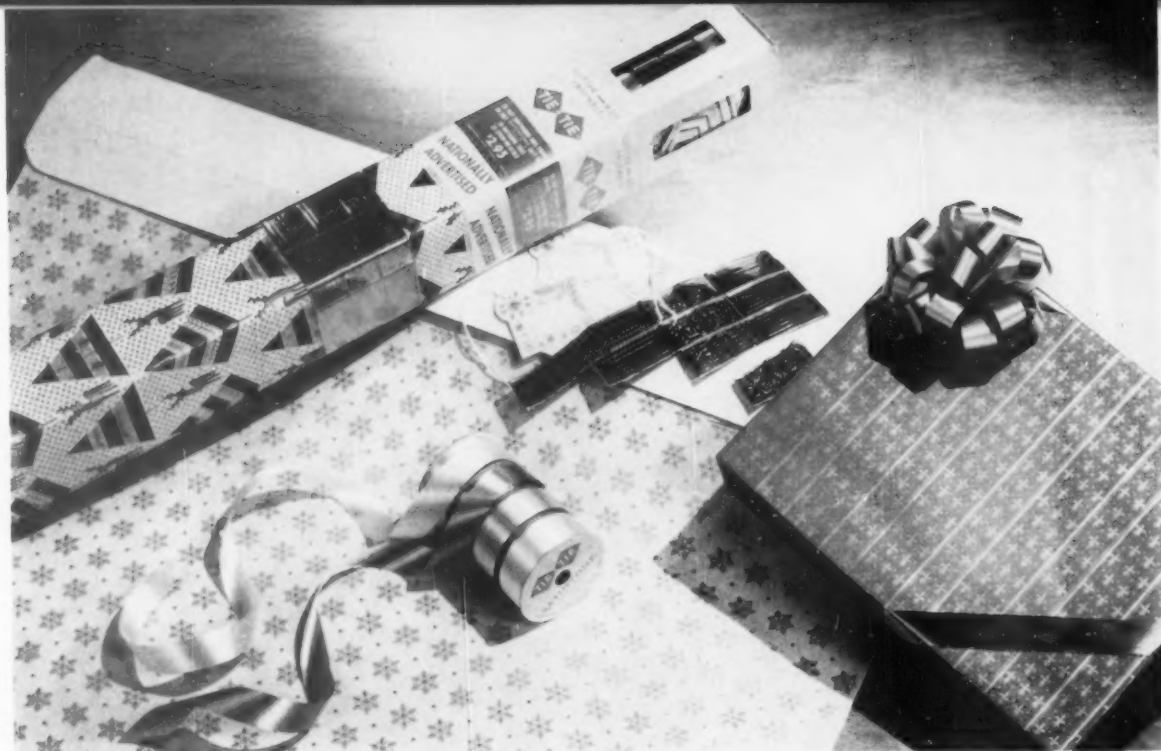


Something warm and human and wonderful happens
when you send flowers-by-wire.

FLORISTS' TELEGRAPH DELIVERY

*This Emblem Guarantees
Quality and Delivery
—or your money back.*

SEPTEMBER 10, 1961



Specially designed wrapping kits contain a variety of ribbons, seals, tags and paper. Where a dozen, or even

hundreds, of gifts are involved, these same materials can be purchased in quantity with appropriate discounts.

Whatever wrapping you use, it will influence the impression made by your package when it arrives at the recipient's office.

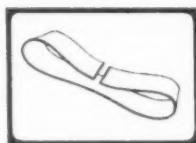
Obviously you can earn promotional extras by using a little imagination in selecting the wrapping materials at your disposal.

Color selection is an important consideration. Chicago Printed String Co. (CPS), which manufactures paper designs, colored ribbons, pre-made bows, seals, tags, enclosures and ornamental charms, advises, "For the most unusual and effective color combinations, match the ribbon and bow on the package to the least prominent color in the paper. For instance, if the paper has a red background with multi-colored ornaments in tones of blue, green, orange and a touch of pink, a pink ribbon and bow will give an original, off-beat look to the package."

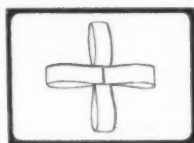
The Papercraft Corp., manufacturer of Kaycrest laminated papers, ribbons, tags and seals, says, "The great majority of Christmas gifts cling to traditional colors when choosing wrappings. Reds, greens, gold and silver outsell the more sophisticated turquoise, mauve, magenta and 'blue ice' every time."

the Knotless Bow!

You'll find striking combinations. Try several exciting colors together. For added interest, use different widths!



Cut 12 strips of ribbon 11" long. Moisten both ends of one strip, and press to the center.



Moisten one bow and attach to a second in a criss-cross fashion.

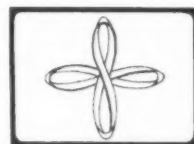


Moisten and add a third diagonally and a fourth. Continue until all strips are used.

use it as a base for other bows...like the Starburst Bow



Cut 14 strips 12" long. Moisten ends of one 12" strip, attach to the center on the underneath side (Fig. 1), forming a figure eight (Fig. 2).



Repeat with another 12" strip and join to the first in a cross.



Continue, adding third and fourth strips diagonally. Add remaining strips in the same manner.

Color aside, there are other ways to convey originality. A manufacturer of foodstuffs can select a gift paper decorated with gingerbread

men, cookies, candy canes, etc. Or he can select a paper which conveys a certain tone or feeling: some designs are sophisticated, some

Christmas
problem
solved!



SIMPLIFY YOUR CHRISTMAS GIVING with a Plan that satisfies all your customers

The new GIFT-SELECTOR-PLAN is specifically designed not only to take all the burden of business Christmas giving off your shoulders, but also uniquely give each of your customers a wide selection of brand name gifts from which to choose.

Here's how the GIFT-SELECTOR-PLAN works: Supply us with your Christmas gift mailing list and tell us how much you want to spend on each customer. There are seven price categories to choose from, ranging from \$4.25 to \$30.00. We mail each of your customers a handsomely printed color page showing a wide selec-

tion of brand name gifts in the price category you have chosen. Along with it, we include a returnable Gift Certificate and your personal Christmas greeting. Each recipient makes his own gift selection, returns the gift card to us and we mail his gift. It's that simple. Everybody's happy and satisfied . . . customer relations are further cemented. And we do all the work.

For further detailed information on how the GIFT-SELECTOR-PLAN can simplify your Christmas giving, fill in and return the coupon today!

THE **P**remium
Service Co. Inc.

Founded 1897

195 North St. Teterboro, N. J.
SUBSIDIARY OF THE CURTIS PUBLISHING COMPANY

GIFT-SELECTOR-PLAN

The Premium Service Co. Inc.
195 North Street, Teterboro, N.J.

Gentlemen: Yes, I would like to simplify my Christmas giving. Send me complete facts on the new GIFT-SELECTOR-PLAN with no obligation.

Name

Title

Company

Street

City Zone State

*For gracious giving...
proud possessing*

FENTON ART GLASS reflects your good taste

Inherent in a cherished gift are four qualities. It must be uncommon. It must have recognizable value. It must be imaginative. And it must appeal to the woman behind the man. To create a lasting impression, favor your customers and/or employees with Fenton Art Glass—America's finest glass—in milk glass or in color.



ALABAMA

Roy E. Parker
2126 Fulton Ave., S.W.
Birmingham, Alabama

CALIFORNIA

MacLennan Sales Co.
Room 308, 712 Olive St.
Los Angeles 14, California

COLORADO

Jay S. Sutton
4520 Reed Street
Wheatridge, Colorado

GEORGIA

Charles E. Weaver
4120 Peachtree Road
Atlanta 19, Georgia

ILLINOIS

Martin M. Simpson & Co.
1562 Merchandise Mart
Chicago 54, Illinois

MASSACHUSETTS

Alan W. Symmes
P. O. Box 217-A
Duxbury, Massachusetts

MINNESOTA

Coyne's Giftware Dist. Co.
528 Hennepin Ave.
Minneapolis, Minnesota

NORTH CAROLINA

James Weikel
P. O. Box 1977
Greensboro, North Carolina

NEW JERSEY

Howard Gibb Associates
Medford
New Jersey

NEW YORK

Howard Aronow, Inc.
Room 1120, 225 Fifth Ave.
New York 10, New York

Carl E. Voigt
Henrietta
New York

PENNSYLVANIA

John H. Evans
1235 8th Ave.
New Brighton, Pennsylvania

TEXAS

Thomas & Moore
1727 Trade Mart
Dallas, Texas

WASHINGTON

E. R. Wadlington
1966 Thorndyke Ave. West
Seattle 99, Washington

CANADA

Brooks Lamp Co., Ltd.
53 Fraser Ave.
Toronto, Ontario, Canada

For quotations and viewings of our complete line, contact the nearest area representative, or write direct to Department SM, The Fenton Art Glass Company, Williamstown, West Virginia.



*Fenton Art Glass
is America's finest
—in milk glass or color.*



extremely traditional, others humorous.

The three-dimensional look created by the deeply embossed surface of aluminum foil adds a special elegance to your package. Aluminum foil for gift wrappings was once considered a luxury and was outsold by paper five to one. Papercraft points out, however, that "mass production has now brought sales of foils and papers to a ratio of three to two."

Bow-making, happily, has become automated. The bows made by machine have been very successful in recent years and you have the advantage of a complete selection of colors, styles and textures.

Gift wrap ribbons get wider and longer every year, according to Papercraft. "Following the days of colored string, the popular preference became the $\frac{1}{8}$ in. ribbon, but in the last five years the most popular are the $\frac{1}{4}$ and $\frac{1}{2}$ in. widths. It's interesting to note that the pom-pom bow takes six to ten times as much ribbon as the earlier shoelace-type."

Ornaments to distinguish your gift from the run-of-the-mill should not be overlooked. There is a wide range of ornamental additions available, but you can create your own with the aim of setting a particular theme. For example, an engineering firm might use a slide rule or magnifying glass; a cosmetics company, a miniature of one of its products. Liquor distillers have the choice of a tiny brandy glass or bottle; textile firms could consider spools of thread or a tiny sewing machine.

Says CPS, "Be prepared with the proper tools before your gift wrapping operation begins." These include sharp scissors, a small jar of rubber cement with brush, white plastic glue in a dispenser with pointed tip, and tape that is adhesive on both sides.

For wrapping large quantities of gifts, an assembly-line sequence can be set up to speed things along. Each person can be assigned to a specific job: one man to cut paper, another to wrap, a third to band the package, a fourth to affix seals and bows, etc.

Neatness is vital. A sloppy wrapping cancels the value of any imagination which might have been used in combining the materials.

The diagrams on these pages show how to turn out neatly and securely wrapped gift packages.

To further speed the wrapping operation, after the size of paper and length of ribbon have been determined, these items can be pre-cut and all of the packages wrapped at one time. In adding the bow, the pre-made variety can be simply stuck to the package—most manufacturers affix adhesive to the back of the ribbon. If the bows are handmade, leave long ends to tie

around the banding on the box.

If the packages are to be held for delivery at a future date, wait until the day arrives before adding the bows. This will allow easier stacking and storage.

For the executive who's stumped for an unusual, practical and moderately priced gift, CPS, for obvious reasons, suggests giving the wrappings themselves! The company packages a variety of gift wrap ensembles designed for and sent out as company gifts.



TROY ROBES

"so nice to have around you"®

AND

Zip-a-Robes

FRINGED ROBE IN CARRYING CASE

the distinctive and distinguished gift for all the family all year round

Make your gift outstanding . . . long-remembered!

Make it Troy Robe, that appeals to everybody . . . men and women . . . of every age . . . everywhere they go! Gloriously colored plaids . . . gay as a Highland fling . . . and available in ACRILAN* or WOOL. And "so easy to carry wherever you go!" In its own smart carrying case . . . with adjustable shoulder straps . . . and FOAM CUSHION. Can be personalized with customer's initials. Seventeen robe and carrying case combinations. Price ranges from \$7 to \$18. Ask your regular executive gift supplier or write us for name of nearest distributor.

*Acrylic fibre by Chemstrand

ATIONALLY ADVERTISED

"so nice to have around you" the whole year round . . .

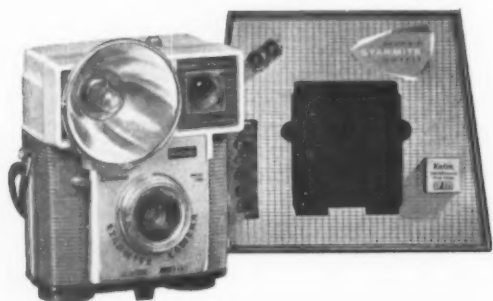
FOOTBALL GAMES	FISHING	EXTRA BLANKET
MOTORING	BOATING	PICNICS
CAMPING	COUCH THROW	AT THE BEACH



TROY MILLS, Inc.

200 Madison Avenue, New York 16, N. Y.

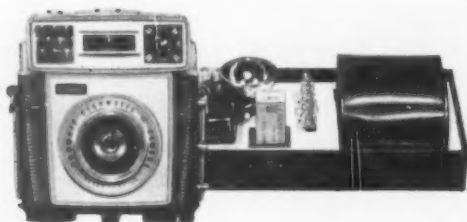
From Kodak...business gifts



Brownie Starmite Camera with built-in flash fits in the palm of your hand. Takes full-size snapshots and slides, indoors or out, in color or black-and-white. **\$11.50**. Outfit includes camera, flashbulbs, film, neck strap, and batteries, **\$12.95**.



Brownie Starflex Camera has the extra-easy reflex-viewing feature found on many high-priced cameras. **\$12.50**. Outfit, including camera, flash holder, batteries, bulbs, film, instruction book, **\$17.95**.



Brownie Starmatic II Camera offers automatic picture-taking at a low price. Built-in electric eye sets exposure *automatically*. Two shutter speeds. **\$34.50**. Outfit, including camera, case, flash holder, film, flashbulbs; colorfully gift-boxed, **\$44.50**.



Kodak Zoom 8 Reflex Camera is Kodak's newest, finest, for luxury 8mm movie-making. Zooms close or far at the push of a button. Reflex viewing lets you see exactly what the lens sees at all times. Electric eye sets lens opening automatically while you shoot. **\$199.50**.

Here's why Kodak cameras lead the popularity parade

When you give Kodak cameras to customers, business associates or employees, you can be sure they will be among the most appreciated gifts. You can be sure they are in the best of taste for Christmas and for any other gift-giving occasion.

Kodak cameras and projectors are doubly welcome because they are gifts the whole family can enjoy. What's more, the Kodak name is known and accepted around the world as assurance of quality and dependability in picture-taking. And high-

intensity advertising campaigns—such as that symbolized by the Kodak *Cameraland* Girl shown at right—keep demand high for Kodak equipment.

There is a Kodak camera or projector to suit every business need, to fit every gift budget. Look over the full Kodak line and you will see why so many business firms put Kodak equipment at the top of the gift list.

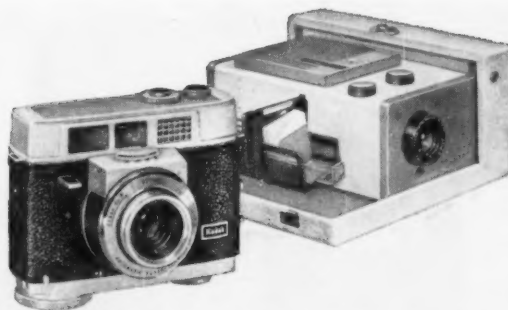
Prices range from less than \$5 to several hundred dollars. For full details, mail the coupon today!

all America welcomes!



Kodak Automatic 8 Movie Camera has built-in electric eye that sets lens opening automatically for brilliant 8mm color movies. **\$49.95.**

Brownie 8 Movie Projector (A15) threads itself automatically, shows sparkling 8mm movies up to 4 feet wide. **\$54.50.** (Non-automatic model, **\$44.50.**)



Kodak Motomatic 35 Camera winds film, sets exposure *automatically!* Just aim, shoot—and you're instantly ready for the next shot. Fast 1/250-second shutter and *f*/2.8 lens. **\$109.50.**

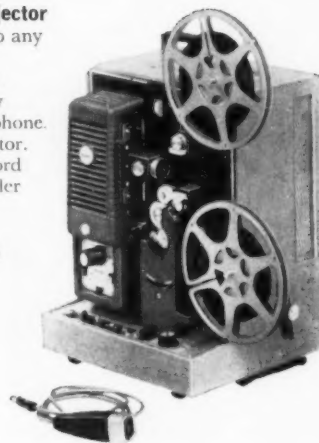
Kodak 500 Projector, Model B, offers choice of 3 popular slide-changing systems, plus preview screen in cover. From **\$67.95.**



Brownie Starmeter Camera shows proper lens setting on built-in meter. Takes sparkling color slides and prints, sharp black-and-white snapshots. **\$21.95.** Gift-boxed outfit includes camera, flash holder, film, flashbulbs, batteries, **\$27.50.**

Kodak Sound 8 Projector

lets you add sound to any 8mm film after it is magnetically striped. Record comments by speaking into microphone. Included with projector. Add music from record player or tape recorder directly onto film. Excellent sound reproduction. **\$345.**



Prices shown are list, subject to change without notice, and are suggested prices only.

EASTMAN KODAK COMPANY, Rochester 4, N.Y.

222-9

EASTMAN KODAK COMPANY, Premium Sales Office, Rochester 4, N.Y.

Gentlemen: Please send me more details on promotion opportunities with Kodak premiums.

Name _____ Position _____

Company _____ Street _____

City _____ Zone _____ State _____

Kodak
TRADEMARK



CHRISTMAS CHEER

Americans generally are not connoisseurs of the spirits that brighten their holidays. They insist on their favorite rye, rum or Scotch, but seldom know more than a brand name. Here is a capsule course on the "water of life."

In Ireland it's *uisgebeatha*. Scotland calls it *uisgebaugh*.

The Latin is *aqua vitae*, the French *eau de vie*. All mean "water of life." From the first part of the Gaelic *uisge* we get "whiskey."

This "water" was invented in Scotland, say the Macs. No, begorra, 'twas the grand work of

an Irish genius, claim the O'Kellys.

One fact is not debatable: whiskey is by far the most popular strong water in the U.S.

Most whiskey is made from corn. Rye and other grains are used, too. But corn's rich flavor is a major ingredient in all best-selling brands. Even Scotch has a large amount

of "maize" mingled with pungent barley-malt whiskeys. If distillers bore coats of arms, they would show a cornstalk rampant.

Genial bourbon is No. 1 in public esteem. More people drink it in straights and blends than any other kind. Fuller-bodied rye is runner-up. Both are as purely American as

Impressive gifts . . . often used . . . always remembered



The positive way to please everyone on your gift list . . . give them delicious nuts. And, the most delicious are CAPCO domestic and imported fancy mixed nuts . . . the most superior quality obtainable anywhere.



TRANSPARENT GIFT BOXES topped with festive red satin bows and filled with the world's finest, IMPERIAL MIX SALTED NUTS . . . giant cashews, giant pecans, giant redskin almonds, giant blanched almonds and blanched Brazils. Also available in the divided Star Design centered with red pistachios.

1 lb. Imperial Mix, 2.20 3 lb. Imperial Mix, 5.95
2 lb. Imperial Mix, 4.15 3 lb. Star Design, 6.40

ROUND HAMMERED ALUMINUM BOXES filled with the world's finest, IMPERIAL MIX SALTED NUTS. The box is embossed with an antiqued coach design prepared exclusively for CAPCO and can serve a 1001 useful purposes later on. Also in the Star Design centered with red pistachios.

2 lb. Assortment, 4.35 3 lb. Star Design, 6.60
3 lb. Assortment, 6.20 5 lb. Star Design, 10.50
5 lb. Assortment, 9.90



The CHAS. A. PETERSON CO.
915 Carnegie Ave. • Cleveland 15, Ohio • TOWER 1-4353

Please send me the following:

QUANTITY	ITEM	WEIGHT	PRICE

Name.....
Address.....
City..... Zone..... State.....

GIFT BROCHURE SENT UPON REQUEST



succotash and the Fourth of July.

These native sons (for reasons to be discussed presently) were long preceded in favor by a foreign rival: West Indies rum. Yet Fate decreed that log cabins in the forest meant the overthrow of rum. As a by-product of the conquest of a continent, we drink highballs instead of flips heated by logger-heads.

When and by whom the first raw, crude whiskey in the 13 Colonies was made is unknown. Some "good spirits" are mentioned as early as 1682. They were recommended for jolting power, not suave taste. The earliest settlers seemingly did not have the knack for whiskey.

Two forces led to the rise and final triumph of good whiskey over its competitor. First, the frontier advanced so far inland that it was inconveniently distant from the ports where rum landed. Second, the Scotch-Irish began to arrive.

From Barley to Rye

As soon as they had chopped out a clearing in the forest, they began to make whiskey, as they had in Ulster. With a difference: Scotch and Irish whiskeys used barley. The Scotch-Irish in America used rye. Probably it was easier to grow here.

By the middle 1700's there was a country of rum along the sea-coast, and a country of whiskey farther inland. The latter was expanding; the former could not widen its market.

Account books still extant show that rye whiskey was turned out at

Mount Vernon both before and after the Revolution. Lafayette, among other visitors, approved of the homemade novelty. Some historians, therefore, claim that Washington was "The Father of Rye Whiskey."

The Father of His Country can do without this honor, based on such flimsy evidence. After all, George Washington has several other claims to fame.

Because water is so important an ingredient of whiskey, the stills clustered thickest along the limestone ridges of western Maryland and Pennsylvania. That region of limestone springs is even yet the center of rye distilling.

In the 18th Century it was at or near the frontier. What little rum could reach the tiny settlements cost too many buckskins for the average farmer. Each homestead made its own hard liquor, or traded for it with a neighbor.

The Revolution, lasting eight years, skyrocketed business for these family stills. Only a trickle of rum got through the British naval blockade. Yankee privateers did their best, dodging up from the French and Dutch West Indies with rum, and molasses for New England distilleries. They couldn't hope to fill the empty tankards.

Continental Army quartermasters were unintentional "missionary salesmen" for whiskey. They served it in place of the standard — and unobtainable — rum ration.

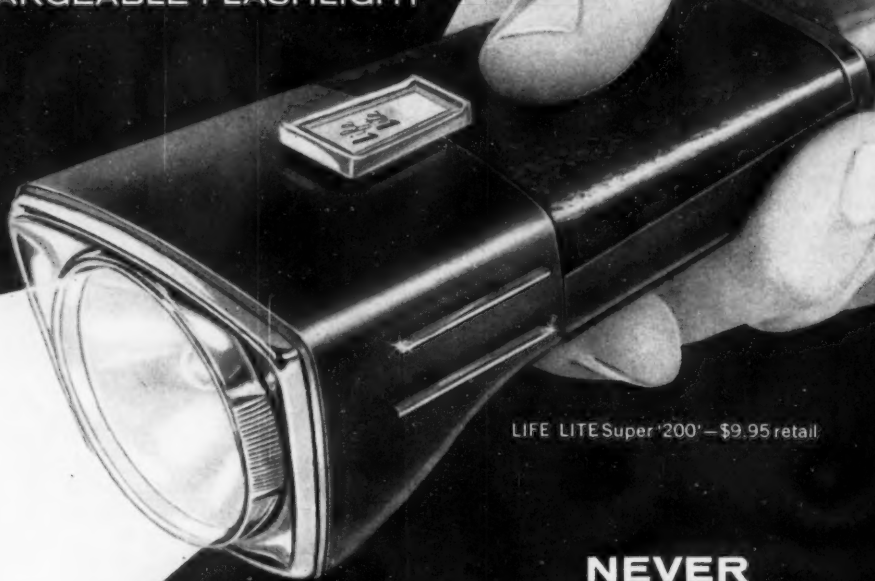
Also, the Maryland and Pennsylvania Line shared their canteens with other regiments at Valley

(Continued on page 156)



Life Lite®

RECHARGEABLE FLASHLIGHT



LIFE LITE Super '200'—\$9.95 retail

**NEVER
NEEDS BATTERIES**

THE POWER-FUL EXECUTIVE GIFT!

LIFE LITE is unique...a natural for business-giving, as a Christmas gift, Premium, Incentive award, Safety award, Dealer-loader.

LIFE LITE, extraordinary new flashlight, can be recharged in any ordinary wall socket, or any auto cigarette lighter... *never needs batteries!* LIFE LITE has been consumer advertised on Radio and Television, with tremendous success. Use it! Give it—to boost your sales potential, profits and reputation. Handsomely styled and packaged, LIFE LITE comes in two sizes: the Super '200' Power Model, with 200 yard beam—and the Galaxy, convenient, palm-sized pocket model... also with auto charge adapter in a size for each model. Choice of models gives you gift-flexibility, from top executives to employees or business prospects.

Contact your LIFE LITE distributor today, or write:

GULTON INDUSTRIES, INC., Dept. SM-910, Metuchen, New Jersey.

EASILY RECHARGED



Separate two halves as shown.



Insert prongs into any outlet (110 AC).



LIFE LITE Super '200'
with carrying case—\$12.95 retail



LIFE LITE Galaxy
\$5.95 retail



Auto charge adapter in
a size for each model—\$3.00

SEPTEMBER 10, 1961

Gift Services Ease Executive Load

As in other phases of the business world, a number of service firms stand ready to ease the executive's load when it comes to handling the business gift program. The services provide for efficient, speedy and economical selection of business gifts, plus wrapping, addressing and delivery.

Here's the way a gift service can help the executive.

- After retaining such a firm, he scans a master catalog or gift listing and chooses the gifts he wishes to send to his customers. This "shopping" is done at his own desk.

- He provides the service with a complete list of recipients.

- On the appropriate date, a special gift catalog, card or booklet is sent to the recipient, who makes his choice of gift, marks the return card and mails it. (Varieties of this technique are discussed below.)

- The gift is sent directly to the recipient's home or office.

The big bonus for the giver is flexibility.

For example, many companies select the gifts on the basis of the amount of business done with each customer. To serve this need, there are booklets offering a gift selection within certain dollar brackets. You, as the giver, may select a \$5 booklet for a certain segment of your gift list; the \$10 booklet for another group; and the \$25 selection for your very best customers.

There is an alternative method, which has been in effect for many years, that allows the sender to select a single gift for all recipients. In recent years, however, the need for "sizing" the gift to the recipient has resulted in the much more flexible "bracket booklets"—a feature, incidentally, which assures greater satisfaction on the part of the recipient as well as the sender.

This is true for several reasons. When your customer opens his gift

booklet, it's obvious that he has a choice. This pleases him as opposed to getting a non-returnable "hope-you'll-like-it" gift in the mail.

The sender benefits from (1) a satisfied recipient—the possibility of duplicating someone else's gift is removed; and (2) a double impact—when the booklet is received and when the gift is delivered.

If you decide to use a gift service, you'll have to provide the answers to these questions:

1. How much do you want to spend?

2. Where do you want the gift selection booklet sent—home or office?

3. Do you have any personal gift-wrap preferences?

4. Is the manner or speed of delivery especially important to you?

5. On what date should it be delivered?

6. Do you want a special greeting card, your business card or a personal message enclosed? Or will a separate letter advising delivery be used?

7. Is there a small company logo or novelty trinket which might go well as part of the gift wrap?

8. Is the wrapping or gift itself to bear your company imprint?

9. Will you want an official post office confirmation of delivery?

By and large, branded merchandise is included in gift selections offered to the customer: items he knows and has long desired. His wife is instrumental in choosing the gift, since, the services find, the booklet is invariably brought home for her inspection.

The cost of imprinting, stamping, addressing, collating, sealing and wrapping are generally included in the price of the gift booklet sent to the customer. For instance, if you select the \$5 bracket, this means that the recipient will choose from a selection of gifts costing in the neighborhood of \$3.50.

Almost without exception, the pages carrying the gift selections will be produced in full color with attractive promotional messages geared to take advantage of the impact of business gift giving.

For your records, several of the service firms provide a final report showing what gift was selected by each recipient and the address to which it was sent, as well as the delivery date. In this way, you have a detailed file on your gift program which will be of particular interest throughout the year whenever gift problems arise.

Reflecting the trend to year-round giving, special Thanksgiving, Easter and birthday gift plans are available. Actually, any of the services are equipped to set up a gift program for practically any occasion during the year. In the case of a birthday program, for example, the service firms featuring this technique determine the birth dates of your customers (through methods known only to themselves) and see to it that the gift is wrapped, addressed and sent to arrive on those dates. They also provide individual reports of each gift delivered.

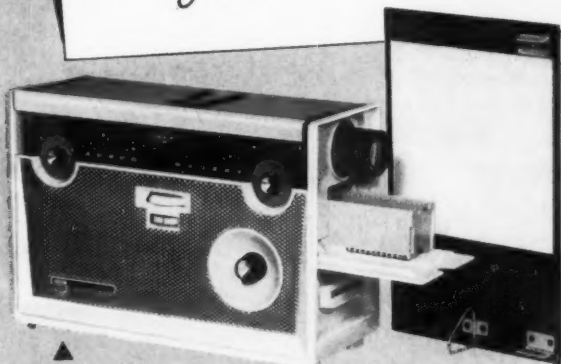
Many companies prefer to send gifts on a national holiday, feeling this to be more in keeping with their gift giving philosophy. There is, say the gift service firms, a bonus for the giver who uses dates other than Christmas. The gift is not forced to compete with others during the yuletide season. In short, the impact is greater.

Gift wrapping, of course, is

(Continued on page 184)

SALES MANAGEMENT

*Harry—
These are just the
expensive-looking
gifts we want.
E.B.*



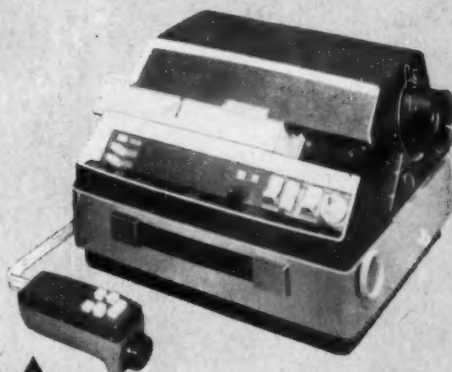
NEW REGENT® SLIDE PROJECTOR Touch bar automatic projection of all 2x2 slides in any mounts. Powerful 500 watt illumination. Simplified slide editing. Preview screen built right into cover. Remote control cord available. Less than \$80.



New AUTOSET AUTOMATIC 35mm CAMERA Fully automatic exposure control. Needle sharp, fast f 2.8 lens. Shutter speeds up to 1/800 second. Simplified flash exposure control. Coupled range finder. Less than \$90.00.



MEMO® MASTER ZOOM 8mm PROJECTOR Combines magic of zoom lens with reverse action and flicker-free slow motion with any film. Brilliant screen image, superfast rewind. Less than \$90.00.



ANSCOMATIC® SLIDE PROJECTOR Completely automatic with exclusive two-way editing, automatic, auto-time; semi-automatic and manual controls. Iris diaphragm dimmer, remote control cord. Less than \$120.00.

4 prestige gifts for Key Executives

This year give distinctive gifts for all America's number one hobby. You'll make the finest impression, do a priceless public relations job with valued gifts of precision Ansco equipment. Perfect in every detail... smart styling.

Ansko

Binghamton, N. Y. • A Division of General Aniline & Film Corporation

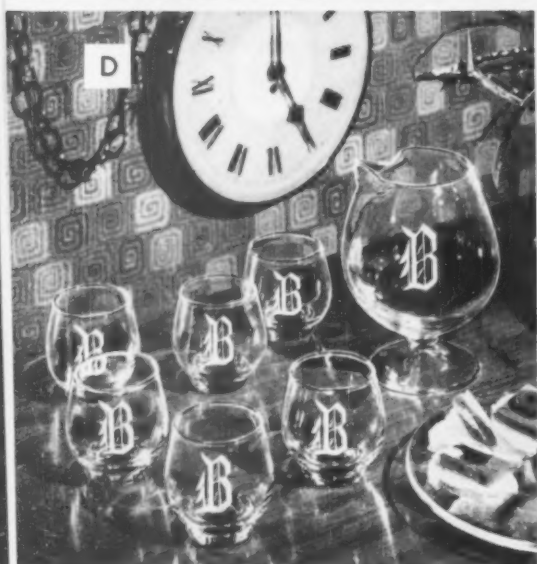
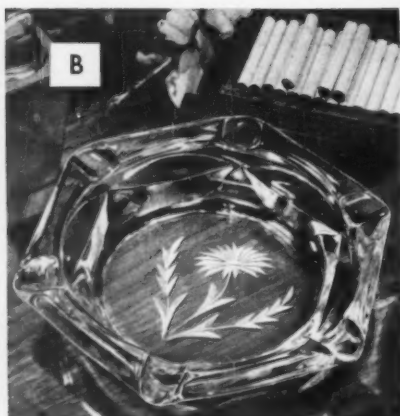
SEPTEMBER 10, 1961

ANSCO, DEPARTMENT R-W
Binghamton, New York

Want camera outfits custom assembled and custom packaged to meet your price needs? Send coupon for complete information.

Gentlemen: Please send me complete information on Ansco business gifts.

NAME _____
FIRM _____
ADDRESS _____
CITY _____ ZONE _____ STATE _____



HAPPY THOUGHT! business

Sparkling
hand-cut
glassware

many sets with
personalized
Old English Monogram

Gifts in the holiday mood... for customers, employees or business friends. Here are gifts that reflect your thoughtfulness and good taste. All are highly fire-polished and delicately hand-cut by artisans. There's a wide choice for every gift need, large or small, in special designs not available at retail. Outstanding quality at surprisingly low cost —priced from \$1 up to \$11. Send coupon today for new gift booklet with full details.



G



H



I



J



K



L

gifts that reflect a friendly spirit

CHOOSE FROM GIFTS LIKE THESE

- A. THE EXECUTIVE.** King size 8 1/2" ash tray with impressively cut monogram. (829/15)
- B. THE DIPLOMAT.** Handsome heavy 8 1/2" ash tray with graceful wild flower cutting. (830/5)
- C. THE DECORATOR.** Twin bud vases, 8" x 4" hand-cut in a dramatic floral design. (831/4)
- D. FIVE O'CLOCK. COCKTAIL SET.** six 4 1/2 oz. Roly Poly cocktails and 25 oz. server. Monogrammed, (744/16) or Harvest cutting, not illustrated. (832/172)
- E. HEIDELBERG.** Eight great big 15 oz. hollow stem goblets. Monogrammed (685/16) or Harvest cutting, not illustrated (833/172). Real conversation piece!
- F. ELEGANCE.** Four charming stemmed covered jars, two 10 oz. and two 22 oz., in Sparkling Star cutting. Versatile for living room, kitchen, boudoir, bath. (747/9)
- G. THE HOSTESS SERVER.** Eight 12 oz. heavy-base glasses with vintage cutting in attractive carrying caddy (745/210). Also available with Monogram cutting. (841/16)
- H. THE NASSAU.** A dozen gleaming heavy-base tall, tapered 12 oz. glasses. Monogram cutting (686/16) or Starlight. (836/8)
- I. HOLIDAY PARTY SET.** Beautiful big four-quart punch bowl, a dozen 5 1/2 oz. cups, in Royal Fern cutting, and a Lucite ladle. (557/10)
- J. SWEDISH MODERN.** Brilliant 24 pc. heavy-base table service—eight each of 8 oz. sherbets, 6 oz. fruit juice and 12 oz. table glasses, in stylewise Harvest cutting. (627/172)
- K. THE PRESIDENT.** For executive entertaining, 24 pc. heavy-base set, eight each of 7 oz. old-fashioned, 4 oz. cocktail and 12 oz. hi-balls with personalized Monogram. (565/16)
- L. THE CHAIRMAN.** Lavish 34 pc. master bar set—eight each 12 oz. stemmed snifters, 12 oz. tapered hi-balls, 9 oz. on-the-rocks, 4 oz. tapered cocktails and two 1 1/2 oz. jiggers. In Marine Modern (687/203) or Monogrammed. (688/16)

Visit us at the New York Premium Show Coliseum, New York, N. Y.
September 25-28, 1961 Booth 194

Each set in white corrugated gift box
inside a sturdy shipping carton, safe for
even parcel post mailing.

Send for **ILLUSTRATED GIFT BOOKLET**



ANCHOR HOCKING GLASS CORPORATION
LANCASTER, OHIO

Please send your booklet on hand-cut glassware for
business gifts, with full details and prices.

NAME _____

COMPANY _____

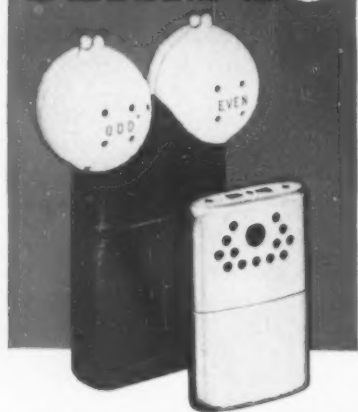
ADDRESS _____

CITY _____

ZONE _____ STATE _____

Solve Your Gift Problem With...

SLAM-BO



SLAM-BO

*heats golf balls
for longer drives*

Here's the gift that will delight every golfer on your list. The most popular golfing accessory on the market today, the SLAM-BO is designed to give the golfer maximum distance on every drive with a warm golf ball. It's the easiest way to solve your gift problem, and the most lasting way because every golfer will use it constantly, just as the pros do.



GIFT BOX

Big gift box with acetate cover contains one SLAM-BO, one JON-E WARMER, 3 famous POWER-FLITE golf balls, one small JON-E FLUID. The perfect gift for Christmas. Complete in shipping carton. Retail price \$9.95.

SPECIAL COMBINATION



Attractively packaged combination—1 SLAM-BO and 1 standard JON-E WARMER. Gift boxed. Retail price \$7.75.

Write today for details and prices of the popular Slam-Bo.

ALADDIN LABORATORIES, INC.
620 South 8th St., Minneapolis, Minn.



For Last Minute or Whole List:

Gifts By Wire



The telegraph wire may provide the additional flexibility your business gift program requires. The main benefits: quick service and a minimum amount of fussing.

There are several ways by which the busy executive can solve the problem of too little time when implementing his business gift program. Western Union calls one

of its services "Telegram Plus." This is how it works:

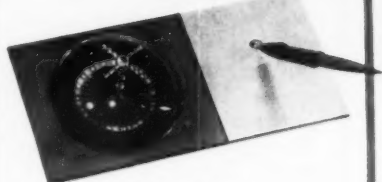
The executive decides what he wishes to give to his 25, 50, 75 or more customers, and places his



If double impact is important to you, candy or flowers by wire combine sentiment with swiftness—a quality gift with an attention-getting telegram.

SALES MANAGEMENT

"What can I do that's
really different
this year?"



THE ROULETTE DESK PEN

Spin it by hand or depress the pen holder and the romantic roulette wheel goes into action. This conversation piece is decoratively blended into an indispensable desk item of superb refinement and taste.



THE HAWAII BOOK

The Hawaii Book was designed for the Brown & Bigelow Library Plan. Bound in rich leather, with its exclusive etchcraft cover, it will become an heirloom to those who receive it.



PICTURE FRAME TWO-DECK SET

This solid walnut hand-rubbed case contains two decks of top quality playing cards. With the cards removed, the case becomes a double picture frame that will blend into the decor of the finest home or office.

★ The annual question . . . yet, no one seems to do anything about it. Almost no one, that is, because at Brown & Bigelow, we can and are helping our customers build preference with their customers with tested, proven *Remembrance Advertising* plans and programs that are *different*.

Being the world's largest producer of Remembrance Advertising, we firmly believe in the year-end-remembrance tradition, and we help thousands of our customers select proper remembrances that reflect the quality of their firm or the good taste of the individual.

We offer ideas, plans and programs that are *different* . . . that help preserve the important customer good will and preference you have built. From the moment your buying decision is made until the day your customer proudly shows off his gift, you can trust Brown & Bigelow with all of your handling, packaging and mailing details. Remember also, the gift you select through Brown & Bigelow is exclusive and is not available on the retail market.

You can do something *different* this year. Drop us a note on your firm's letterhead for your free brochure entitled "Remembrance Advertising Plans." We will thank you for your inquiry with a Four-Year Executive Planning Calendar.

BROWN & BIGELOW

Remembrance® Advertising

SAINT PAUL 4, MINNESOTA

A DIVISION OF STANDARD PACKAGING CORPORATION

The gift of good taste in sterling by Towle



#900 — Cigarette Box with inlaid sterling silver cover ideal for monogramming. takes king or regular size pack. \$9.95*



Sterling Silver Diala-Pen, a suitable desk accessory for writing or dialing. \$5.95*

#002 — Registration Key Container in gleaming sterling with fluted top. \$3.95*

*All prices include federal tax



#375 — Polished Mahogany Salad Bowl with sterling base, carved mahogany servers. Diam. 11½", Ht. 6¾". \$30.00*



#910 — Contemporary ashtray with sterling silver centerpiece perfect for monogramming. Diam. 5¾". \$12.50*

With every presentation of Towle sterling for corporate incentive gifts or award purposes goes the added quality of good taste. It's unmistakable — a quality that sets each Towle piece apart from the ordinary — and makes it a treasure for life. For information on prices for quantity orders of these and many other sterling items, write: Towle Silversmiths, Newburyport, Mass.

TOWLE
SILVERSMITHS

the mark of America's proudest silversmiths

order with the source he has selected—mail-order house, store, distributor, manufacturer. (They will handle wrapping chores if so desired.)

He subsequently prepares the telegram he wishes to have delivered with the gift and has his secretary attach this to the list of recipients.

A messenger picks up the packages (at the source if necessary), the list and the message. The executive's work is done.

Says Western Union, "Telegram Plus service combines the advantages of timed, dramatic, messenger delivery of the gift with the freshness, excitement, and attention-getting power of the telegram."

Florists' Telegraph Delivery Assn. also uses the wire to enable the executive to send a wide variety of floral arrangements. The organization has 11,000 member florists in North and South America and Canada and through its international affiliate, Interflora—which boasts 18,000 members—can send flowers to virtually any point in the world.

Increasingly, says FTD, flowers and plants are being used as gift items—not only at Christmas, but year-round as well. (As an indication of the growth of flower giving, FTD processes almost 8 million orders annually, representing a volume of approximately \$65 million.)

Where a question exists as to what kind of floral arrangement to send a male customer, FTD suggests a plant grouping. Most executive offices include room for some kind of greenery and such a gift is usually a welcome one.

Many gift givers will make efforts to learn the customer's home address so that his wife may be presented with flowers by wire. As a gift giving idea, this often results in the greatest satisfaction, effectiveness, and source identification.

Three special groupings of flowers can now be ordered through FTD with the knowledge that each will be reproduced in complete detail at the receiving end. This represents the first successful effort to standardize flower groupings and results from three years of testing and research by the organization. One floral arrangement is themed to Thanksgiving, the second to Valentine's Day, and the

SALES MANAGEMENT

third to Mother's Day. With these, it's now possible to see in advance the exact flowers-by-wire gift which is to be delivered thousands of miles away. Since many business gift shoppers are directing their attention to holidays other than Christmas—with an idea to increasing the notice paid to their gifts—these groupings are ideal.

The newest arrival to the ranks of telegraphed gifts is the CandyGram. Described as "the world's sweetest message," the CandyGram is a personal message plus a box of luxury chocolates. In its offices throughout continental U.S.A., Western Union maintains more than 600 freezers where the candy is kept fresh until the message arrives at the point of delivery. There, the message is attached to the box cover (it's readable through a transparent shield) and the CandyGram is delivered by Western Union messenger with the speed of a straight telegram.

A year-round customer-catching program can be started by simply giving Western Union the telegram text and a list of the addresses and the dates that the CandyGram is to be delivered to each person. One benefit of this promotional device is that everyone on a gift list is treated equally in terms of dollar value, yet individually in terms of delivery and the personal message.

Currently, it is being used in many different ways in addition to its use as a business gift. New products and services are announced in this fashion; salesmen doing a good job are so saluted; sales campaigns are kicked off with a round of CandyGrams.

Moreover, they have proved effective in making long-service awards or in acknowledging customer accomplishments. And they can be sent to prospects who've shown interest in the company's products as well as to their secretaries.

Flowers, candy, gift-plus-telegram: indications are that more products will be added to those now available for delivery by wire. Though limited in selection at present, the use of the telegraph medium can be expected to lend new flexibility to business gift programs now and in the years immediately ahead.

The gift of good taste in cutlery by Carvel Hall

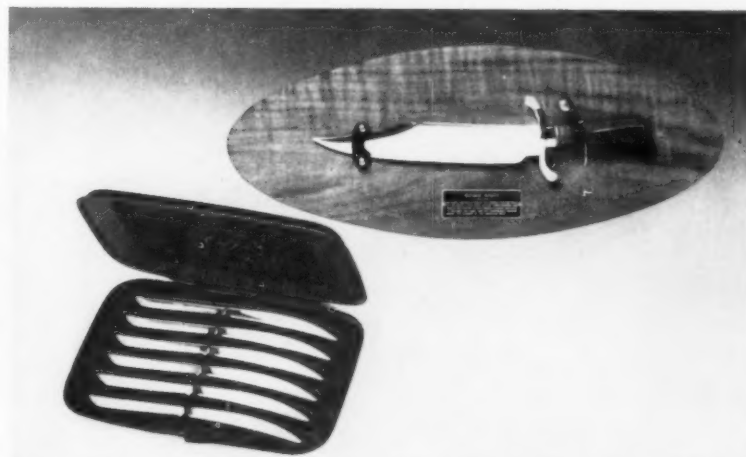


#2866: Six Steak Knives in "Somerset" (9") with solid Walnut Chest. \$29.95*



#2869: 9-pc. Master Service in the "Somerset" pattern. Six Steak Knives, Carver, Slicer and Fork. In solid Walnut Chest. \$67.50*

*No tax applies



#2046: Six Steak Knives in contemporary "Leisure" design. (8 3/4"). Handsome black and gold gift case. \$14.95*

#2441: Matching Carving Set also available. \$14.95*

#8050—Reproduction of the famous fighting knife of Colonel James Bowie... mounted on walnut plaque—removable for use. 10" blade, handle of antique stained beech. Knife overall 14 1/2", plaque 22". \$19.95*

Carvel Hall... the leading name in superior cutlery... will lend an added gift of good taste to every remembrance you send your friends this year. They'll recognize the perfect balance and hand-honed quality of these fine stainless steel blades... appreciate your thoughtfulness in selecting the very best for their lifelong enjoyment. For information on our especially attractive prices for quantity orders write: Chas. D. Briddell, Inc., Crisfield, Md., a subsidiary of Towle Silversmiths.



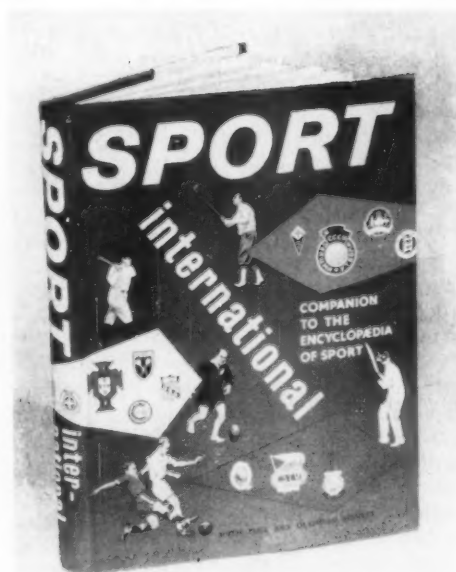
the mark of America's master steelsmiths



▲ STEAKS, CHOPS or, for that matter, any entree are served as hot and tempting as when they emerged from the broiler with the new electrically heated thermo china platter. Immersible for easy cleaning. In off-white. \$19.95. Cornwall Corp., 48 Wareham St., Boston 18, Mass.



▲ FIRST AID MATERIALS are immediately accessible with the new Visor first aid kit. Stocked with bandages, antiseptic and other first aid items, it fits all car and truck visors and is always at the driver's fingertips. \$3.95. Medical Supply Co., Rockford, Ill.



▲ AN INTERNATIONAL HANDBOOK enabling every sports enthusiast to delve for the first time into a fascinating mountain of results, personalities and performances of the leading nations in every sport. "Sport International," A. S. Barnes & Co., Inc., \$4.95, 11 East 36th St., New York 16, N. Y.

GIFT GALLERY

HERE and on following pages are gifts, awards, and incentives for holidays, employee contests, long service, anniversaries, and other occasions. For your convenience, they are grouped by price and purpose.

Prices are retail for a single item.

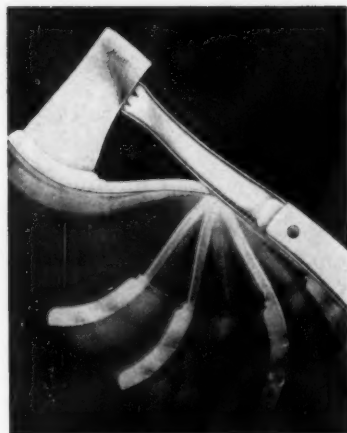
Discounts for larger orders usually apply. Often they are substantial. In a few instances, however, prices are based on certain minimum quantities. These exceptions are noted in the captions.

Suppliers' addresses appear in all captions. To readers of the Business Gift Issue they will provide full information on: quantity discounts, personalizing, special wrapping, deliveries, samples.

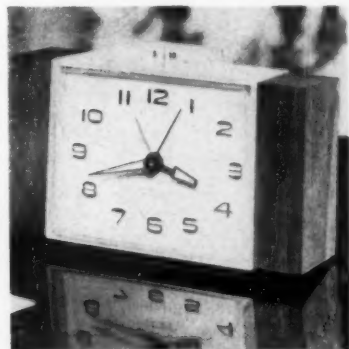
Just mention **SALES MANAGEMENT** when you write, call, or wire them.



SEPTEMBER 10, 1961



▲ **FOR SPORTSMEN** and campers, a fold-back, lead-lined guard protects both the edge of the ax and any fingers that might get in the way. 11" long, the ax weighs 22 oz. \$10.50. Marble Arms Corp., Gladstone, Mich.



▲ **NEW ALARM CLOCK**, the Dialite Drowsewood, lets you sleep five or even ten minutes longer, depending on which button you set. The clock features solid walnut side panels and a lighted dial which glows at night. \$12.95. Westclox Div., General Time Corp., La Salle, Ill.

◀ **DESIGNED ESPECIALLY** for presentations or special gifts, this new line of sterling hollow ware provides a suitable area for engraving purposes. All items are priced in the popular-low-to-medium price-range. (From \$2 for the match box cover to \$65 for the 12" tray, Fed. tax incl.) Lunt Silversmiths, Greenfield, Mass.



GIFT GALLERY

... That's Different



▲ **PAPERWEIGHT OR CONVERSATION PIECE?** These frisky little animals are made of genuine arctic sealskin fur. Walrus comes in gleaming black; seal in silver grey; penguin with white breast, black back and red beak. All three figures in 4" size at \$4 each, ppd.; seal or walrus in 6" size at \$8 each, ppd. Pennant Post, Box 2211, Madison 5, Wis.



◀ **CUSTOM-DESIGNED CRYSTAL** tells a company's story in an elegant and subtle manner. Each design is created for the individual firm and is then fired ceramically on glass. Sets of 24 glasses are priced from \$6.50 to \$7.30 with a flat rate of \$47.50 to cover artwork and design. Osborne-Kemper-Thomas, Inc., Cincinnati, Ohio.

▼ A "STOPLIGHT" JIGGER for discriminating drinkers. So-called because ridged area indicates 1- 2½, 3 ounces "say when" signals. \$7.50. Black, Starr & Gorham, 594 Fifth Ave., New York 36, N. Y.



▲ **JEWEL BOX WITH EXTRAS.** Fitted with Solingen implements. Special compartment for folding alarm clock on easel is also included. Lined in gold velvet. Available in mandarin red, sapphire blue, mint green, coral or bone. \$22.50. Griffon Cutlery Corp., 151 W. 19th St., New York, N. Y.

SALES MANAGEMENT



Give Him **DRAMBUIE**

The Cordial with the Scotch Whisky base

A gift of Drambuie honors both the recipient and the giver. Made in Scotland since 1745 from the secret recipe of Prince Charles Edward's personal liqueur — and formerly produced only for the Princes and Peers of the Realm—Drambuie is the cordial with the Scotch Whisky base.

For a luxurious after-dinner adventure, there is nothing like a "dram of Drambuie." Its uniquely dry flavour and exquisite bouquet make it the world's most distinguished cordial. The price, including taxes, is under ten dollars a bottle.

Imported by W. A. Taylor & Co., N. Y. • Sole Distributors for the U. S. A.

The distinguished new Bonnie Prince Charlie gift box.

80 PROOF



Try Drambuie "ON THE ROCKS"

There are two delightful ways to enjoy Drambuie—"on the rocks"—in an "old fashioned" glass—with twist of lemon peel if desired—or in the traditional cordial glass.





◀ **PRESTIGE HANGERS**, finished in black lacquer with gold-plated wire parts, are used by designers and retailers of men's clothing. A delightful gift for an executive. A set of four Wishbone hangers: \$3.00. John Thomas Batts, Inc., 333 Mill Ave., N.W., Grand Rapids 2, Mich.

▶ **AN OLD-FASHIONED GAS LIGHT** has many charming and useful applications in the modern-day home. In baked-enamel finish, 13½" high, it operates many hours on one can of fuel. Guaranteed safe. \$12.95 to \$16.95. Breeze Industries, Inc., P.O. Box 1704, Sante Fe, N. M.



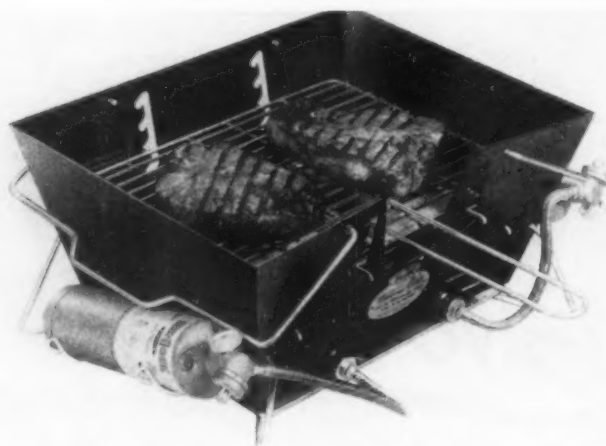
GIFT

GALLERY

... That's Different



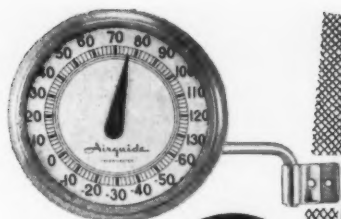
▲ **21-IN. ILLUMINATED globe** supported by Atlas. Ball is shatterproof and metal parts are of statuary bronze plated. Table base is solid walnut. Complete with inner bulb, cord and plug. \$44.95. The George F. Cram Co., Inc., 730 E. Washington St., Indianapolis 6, Ind.



▲ **A FLAVOR BETTER THAN CHARCOAL** strains the imagination but the Bernz-O-Matic indoor-outdoor ceramic grill is reputed to deliver more savory results. A double burner and 74 sq. inches of ceramic-block grilling area, a slide-out drip tray and a dull black and brass finish. \$49.75. Otto Bernz Co., 740 Driving Park Ave., Rochester 13, N. Y.

▶ **FOR "OUT-OF-THIS-WORLD" CUSTOMERS:** make weight-watching fun with the new Moon Scale. Gives both moon-weight and earth-weight at the same time. Easy-to-read dial. Wide, low platform with astral pattern. \$9.95. Continental Scale Corp., 5701 Claremont Ave., Chicago 6, Ill.





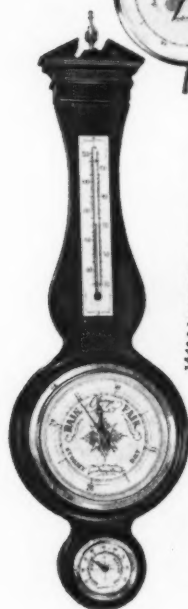
No. 406 WINDOW
Outdoor Thermometer
\$2.95

No. 407
INDOOR-OUTDOOR
Thermometer
\$5



No. 226 Maroon
No. 226-B Gray
DOVER
Barometer
\$7.50

No. 238
CATALINA
Barometer
\$15



No. 231-A
Mahogany
No. 231-B
Fruitwood
CORONET
Barometer
\$25

Airguide INSTRUMENTS

SIMPLIFY
YOUR BUSINESS GIFT
BUYING

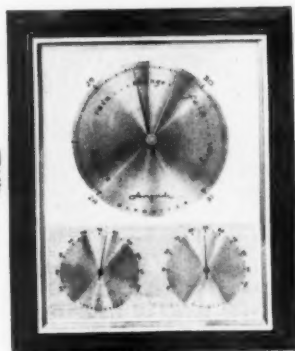
A WIDE VARIETY OF MODELS AND PRICES... to suit any taste and gift budget. Indoor and outdoor thermometers, humidity indicators, barometers, and combination models that show temperature, humidity and weather trends. Also auto compasses and other instruments not shown here. Many models are especially adapted for imprinting if desired.

ALWAYS APPRECIATED... When you give Airguide you know you are giving a gift that will be used and enjoyed for years to come.

DESIGNED TO PLEASE... Will grace the desk or wall of favored friends and clients, pleasing reminders of your friendship and thoughtfulness.

EXPERTLY MADE... and long famous for fine quality and lasting dependable performance.

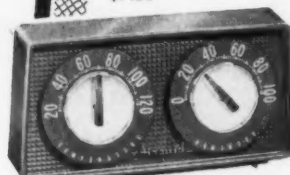
FOR COMPLETE INFORMATION... on the entire Airguide line with prices and imprint costs write to Airguide Instrument Company, 2210 Wabansia Avenue, Chicago 47, Illinois.



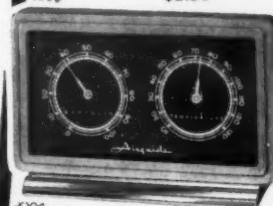
No. 251 BRENTWOOD
Combination Wall Unit... \$25



New
No. 75
Permanent
Windshield Mounted
AUTO COMPASS
\$7.50



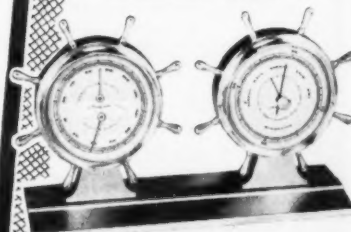
No. 109-A Charcoal
No. 109-B Ivory
HOLIDAY
Thermometer-Hygrometer
\$2.50



No. 105 CARLTON
Thermometer-Hygrometer
\$6



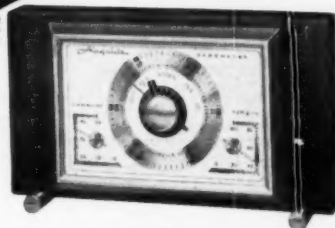
No. 506-A Gray No. 506-B Ivory
PRINCETON
Combination Desk Unit \$10



No. 507 CORSAIR
Combination Desk Unit \$20

PRICES SHOWN
HERE ARE RETAIL

No. 508
SHERWOOD
Combination
Desk Unit
\$15



SAY

Merry Christmas

to your employees . . .
business friends . . . with
a basket of luscious
sunny-fresh Florida fruit



Shipped by world famous

Exotic Gardens, Inc.

Our 47th Year
CHRISTMAS DELIVERY GUARANTEED

Complete line
of gift fruit baskets
from \$5.95

Quantity discounts up to 10%
Write for FREE
brochure

EXOTIC GARDENS, INC.
2790 N. W. 17th Ave. • MIAMI, FLA.

Enclosed please find cheque/money order for:
QUANTITY

☐ Gift Carton(s) \$5.95 each
☐ Mexican Palm Basket(s) \$7.75 each
☐ Champagne Hamper(s) \$9.25 each
☐ Send me free brochure containing full line
of gift fruit packages.
Prices include taxes, express, etc. — delivery
guaranteed.

Name _____
Address _____
City _____ State _____



GIFT GALLERY

(Continued)

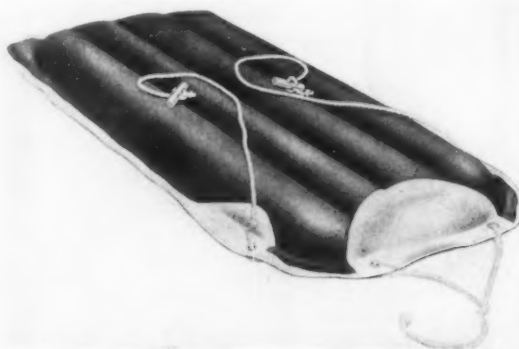
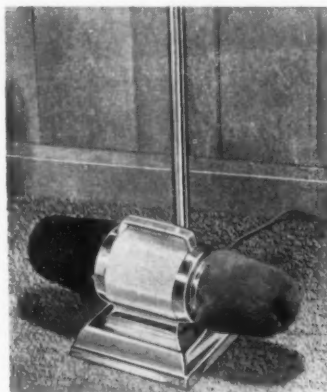


▲ THE GLOBE TROTTER — a flight bag combining ample capacity with compactness. Made of soft, pliable, durable water buffalo leather in walnut brown finish, it has sheepskin lining, side pouch pockets to hold items needed quickly. 20" long, 8" wide, 12" high, weighs only 4½ lbs. Sent postpaid and tax included, \$45. Vanguard Products, 2-H West 45th St., New York 36, N. Y.

▼ THE FAMOUS GOLDEN SPIKE of railroad lore has influenced the design of a personalized pen set or paperweight. An attractive and practical desk accessory, the finish is ultra high-polished 24k gold plate. Paperweight: \$5.75. Pen set: \$6.75. Card-O-Link Co., 109 West Hubbard St., Chicago 10, Ill.



▼ TWO POLISHING BONNETS, one for black shoes, one for brown, are featured on the Dremel electric shoe polisher. A handy floor model equipped with a support handle containing a push button, it is finished in chrome. \$39.95. Dremel Mfg. Co., Racine, Wis.



▲ A NEW KIND of water fun is possible with the Drag-N-Fly water flote. Made in two sizes, junior and senior, it can be used for reclining, kneeling or standing positions. Senior model can also be pulled through water. Junior: \$19.95. Senior: \$25. Hodgman Rubber Co., Framingham, Mass.

SALES MANAGEMENT

ZIPPO...THE LIGHTER THAT WORKS



**After 20 years of daily use
this Zippo lighter is still working for
this Coca-Cola Bottling Company**

The Incredible Guarantee: No matter how old it is or what its condition, if a Zippo lighter ever fails to work, we'll fix it *free*.

Think about this guarantee when you plan to distribute gifts for company advertising purposes, employee incentive and safety programs or as tokens of good will.

The initial cost of a Zippo is naturally higher than that of its foreign and domestic imitators. But if you are interested in gifts that will create a good impression for your company for a lifetime, simply fill out the coupon below.

Special design and facsimile signature engraving services are available at reasonable cost.

Zippo Manufacturing Company, Bradford, Pa. In Canada: Zippo Manufacturing Company, Canada Ltd., Niagara Falls, Ontario.

**Zippo Manufacturing Company
Dept. S910, Bradford, Pa.**

Gentlemen: Please furnish us with complete information on how Zippo lighters can be of service to our company.

Name _____ Position _____

Firm _____

Address _____

Reminders
of you
the whole
year
through!



ROYAL TRAVELER —
a fine companion

Five grooming essentials in fine gold finish or sparkling chrome plate. Handsome new reusable case—ideal for cuff links, tie bars, studs, etc., while traveling or at home. One of the most complete and luxurious gifts yet!

Perfect for prospects, customers, *all* your business friends! **KUSTOM KING** business gifts are used and remembered long after the gift occasion has passed. Highest quality, fully guaranteed. Attractively packaged, with your holiday greeting included. Priced to fit every gift-giving budget. For a constant reminder of you and your thoughtfulness, give **KUSTOM KING**!

LITTLE GENERAL —
big in convenience

De luxe nail clipper and Pocket King (combination knife, bottle opener screw driver, nail file) in Genuine Roser Pigskin case. Key chain attached. Gleaming chrome or fine gold finish.



For complete information about these — and other — handy, handsome **KUSTOM KING** gifts, write

THE W. E. BASSETT CO.
Derby, Conn.

Manufacturers of **TRIM®** Manicure Implements



▲ **AN ELEGANT DEMITASSE** or expresso set makes an unusual gift item. Called "Eva," the set is crafted by Johann Haviland in Bavaria. The diamond-hard glaze is resistant to crazing and chipping and makes for care-free maintenance. Approx. \$15. Johann Haviland China Corp., Suite 514, 225 Fifth Ave., New York 10, N. Y.

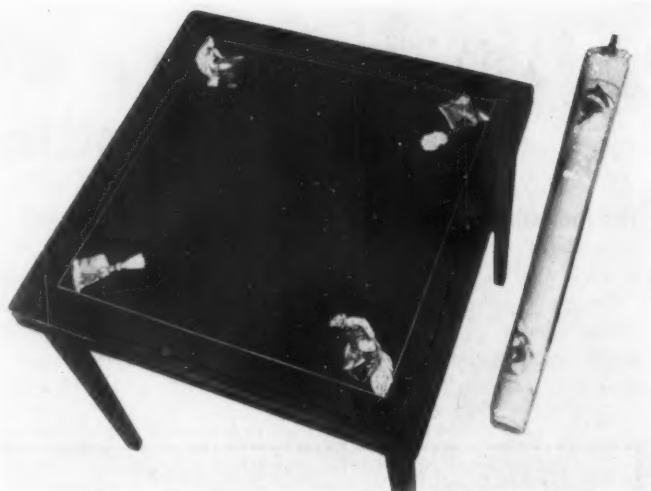


GIFT

GALLERY

. . . That's Different

(Continued)



▲ **WIPE-CLEAN** card table cover makes an excellent surface for card playing. No buttons, ties or snaps—it lies flat on the table by means of a nonskid foam rubber backing. In white, gold or black backgrounds with decorative military helmets at each corner. Standard 30" size or out-sized 32" size. From \$4.95 to \$6.95. H. J. Stotter, Inc., 225 Fifth Ave., New York 10, N. Y.

SALES MANAGEMENT

FROM: SPEEDWAY MANUFACTURING CO.

TO: *you*

NOW!

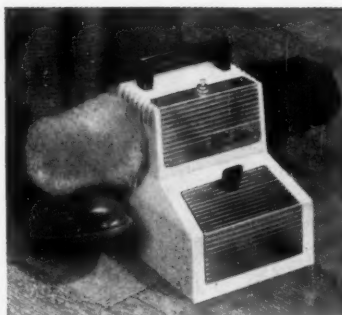
3 bright new ideas for the practical gift-giver



NEW PORTABLE HOME WORKSHOP

carry it, hang it, fold it up

A do-it-yourselfer's dream—a complete workshop in one easy-to-carry, easy to use kit. Look what's included: $\frac{3}{8}$ " SpeedWay Drill with Speed-Sight for accurate drilling, 6 wood bits, 7 drill bits, cotton buff, polishing bonnet, wire brush, grinding wheel, 10 sanding discs, adapting hardware set, paint mixer, bench mounting stand, carrying case—All at a low price.



ALL NEW THOR SPEEDSHINER

For the brightest shoeshines at the touch of a switch!

A distinctive gift for men or women. Equipped with light and dark buffing wheels for black or light colored shoes. Ideal for home or office. Delivers fast, professional shines. Contains built-in compartment for polishes. This handsome gift comes with the name recognized for major achievements in the electric tool field for over fifty years—SpeedWay.



ALL NEW THOR SPEEDSNIPS ELECTRIC SCISSORS

Complete sewing kit for the 40 million women who sew creatively!

Here's the dramatically new and quick way for accurate cutting of fabric, dress goods, drapery material suitings, etc. Eliminates sore fingers. SpeedSnips comes attractively gift boxed with needles, selection of thread, tape measure, hem guide, thimble. There's nothing like this kit on the market.

WRITE OR PHONE NOW FOR PRICE DETAILS

SPEEDWAY MANUFACTURING COMPANY

LA GRANGE PARK, ILLINOIS BISHOP 2-2200
DIVISION OF THOR POWER TOOL COMPANY

FAMOUS FOR QUALITY PRODUCTS SINCE 1906

prestigious! UNIQUE GIFTS BY THOMAS

Different gifts...beautiful, useful
...sold in prestige gift and department stores from coast to coast. Backed by national advertising, editorial publicity. Write for special quantity discounts.



NEW! LADYfingers *sewing compact*

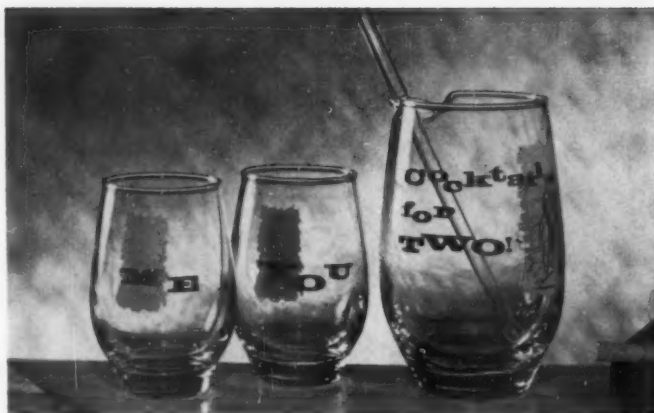
20 vari-colored spools of thread, 9 popular sewing accessories in an elegant hang-up-or-carry "compact." Gift boxed. Retail \$6.95.



THOMAS *toolcompact*

6 flawlessly fashioned tools on show-case front leaf, 9 most used hardware items in handy tilt-out bins in rear. Gift boxed. Retail \$19.95.

WILLIAM THOMAS & SONS, INC.
RIDGEFIELD, NEW JERSEY



▲ THE COCKTAIL HOUR is personalized with the "me-you" set of two 6-oz. glasses and 16-oz. pitcher with stirrer. The set, \$1.95. Creative Specialty Mfrs., 1401 Westfield Ave., Waterloo, Iowa.

GIFT GALLERY

... That's Different

(Continued)



▲ SPORTSMEN WILL BE WARM with the Jon-E Warmer. Like having a radiator in your pocket. Lights cigarettes, too. \$3.95. Aladdin Laboratories, Inc., 620 S. Eighth St., Minneapolis, Minn.

► THE SAFE WAY TO CLIMB—kick it, it rolls wherever its owner desires. The instant weight is applied to the Kik-Step, its casters retract and the base grabs the floor. Available in six colors. \$14.95. Cramer Posture Chair Co., Inc., 625 Adams, Kansas City 5, Kan.



SALES MANAGEMENT



More than ever, TIME is the shape of America's top markets

Per cent distribution of total circulation
GAIN in top four U. S. regional areas
from 1955-1960

	TIME	U. S. News & World Report and Newsweek combined
New England	11.0	6.8
Middle Atlantic	26.6	16.2
East North Central	20.3	16.9
Pacific	23.3	15.8

Sources: Sales Management's "Survey of Buying Power" (7/10/60); Statistical Abstract of the United States, 1960; Publishers' reports to the Audit Bureau of Circulations, 6 months ended June 30, 1960 and 6 months ended June 30, 1955.

In the four regions that account for 64% of America's buying income—70% of the nation's manufacturing activity—TIME's circulation has grown faster than that of the other two news magazines combined. Result: as TIME's circulation grows, it is becoming even more concentrated than others in the markets that count. With TIME, in TIME, you reach more of those who buy the most of nearly everything.



TIME . . . TO REACH 2,550,000 TOP-OF-THE-MARKET FAMILIES

The gift of gifts...

Swift's Premium specially selected steaks!



● HERE'S THE PERFECT ANSWER to "What's an exciting gift" for your favorite friends, relatives, and discriminating customers. Surprise them this Christmas with a magnificent gift that's most appropriate, most appreciated. These boneless Sirloin Strips and Tenderloin Steaks are cut from the finest beef, aged to perfection for tenderness and flavor. That's Swift Premium — the very best!

To assure perfect arrival, all steaks are tender-frozen and the handsome packages are packed in dry ice. Every steak is deliciously butter-tender and juicy when served. This is the memorable gift — a truly memorable feast — Swift's Premium Specially Selected Boneless Steaks! See gift selections and prices below.



*The two most trusted
words in meat.
Our 106th year.*

USE THIS HANDY ORDER FORM

Food for Gifts
P.O. Box 7772-S, Chicago 77, Illinois

Please ship Gift Packages as indicated to names on attached list. I am enclosing check or money order for \$..... to cover the following, shipped Express, prepaid.

..... gift packages of (No. 40) eight 12 oz. Swift's Premium Sirloin Strip Steaks, at \$29.95 per package.

..... gift packages of (No. 41) twelve 8 oz. Swift's Premium Tenderloin Steaks, at \$34.95 per package.

..... gift packages of (No. 42) eight 12 oz. Swift's Premium Delmonico (rib-eye) Steaks at \$27.95 per package.

MY NAME.....
(PLEASE PRINT)

ADDRESS.....

CITY.....ZONE.....STATE.....

ORDER NOW! Your receipt will be sent by return mail.



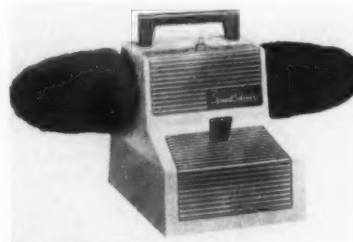
GIFT GALLERY

... That's Different

(Continued)



▲ EVERYBODY DRINKS with a new 30-cup stainless steel coffeemaker. Called the Party Perk, the new appliance automatically makes 12, 18, 24 . . . up to 30 cups of perfectly perked coffee. Contemporary, satin-finish stainless steel with black plastic trim. \$39.95. The West Bend Co., West Bend, Wis.



▲ A GIFT SUGGESTION that provides your recipients with functional design and an operation speed of 3400 rpm. SpeedShiner electric shoe shiner is powerful enough to handle virtually any polishing job, yet is safe for children to operate. \$34.95. Speedway Manufacturing Co., Aurora, Ill.

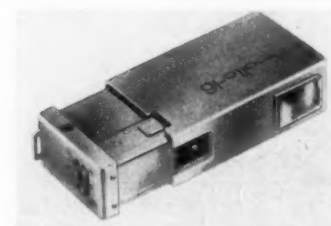
SALES MANAGEMENT



▲ A NEW DIAMOND tool process allows the engraving of advertising trade-marks, initials, block names or inscriptions on both sides of the top lids of an attractive new line of Zippo desk and table lighters. Zippo Manufacturing Co., Industrial Sales Div., Bradford, Pa.



▲ HOT OR COLD, the Thermo-Serv insulated cup ensemble insures satisfied drinkers—regardless of beverage. Including a 32-ounce insulated server, four matching 7-ounce insulated cups and a matching wire caddy with walnut handles. The set sells for \$16.95. \$14.95 without the decorations. N.F.C. Engineering Co., Inc., 2939 Sixth Avenue North, Anoka, Minn.



▲ A CAMERA smaller than a pack of cigarettes can provide loads of fun for anyone. Lightweight. \$39.95. Minolta Cameras, 150 Broadway, New York 38, N. Y.

SEPTEMBER 10, 1961

The more they know
about Scotch, the more
they'll like Ballantine's



"21" Brands, Inc. N. Y. C. 86 PROOF

TOO BEAUTIFUL TO FOLD - BUT IT DOES!

Gift-giving "serialized": the table now, the chairs (in pairs) for the seasons that follow. Tables, from \$12.95; chairs from \$9.95 each. Write for free catalog and the name of nearest dealer.



Stakmore

200 MADISON AVENUE, NEW YORK 16

To help you say **"MERRY CHRISTMAS"** see the new
Bennett Brothers **"Choose-Your-Gift"™ Plan**



What you get . . .

- A beautiful combination "Gift and Greeting Card" . . . 16 pages . . . rich embossed cover, illustrates 24 gifts in each price group on fine lustrous paper.
- Choose from any of these five price groups — \$6.25, \$11.25, \$17.50, \$25.00, \$50.00.
- A complete gift service . . . Low prices . . . Simplified billing . . . Perfect tax record . . . Saves time . . . Saves money . . . Available exclusively from Bennett's . . . All gifts shipped direct from our warehouse.

for customers or employees

How it works . . .

- Order as many "Choose-Your-Gift" booklets as you need in each price group. We send you the booklets all ready for signing and mailing.
- Your recipient receives the gift booklet, selects his gift, fills in the post paid return order card addressed to "Choose-Your-Gift" Headquarters. We pack, insure and ship to the address specified.
- For samples and further details, write on your company letterhead to:

DEPT. SM

BENNETT BROTHERS, Inc.

"Choose Your-Gift" Headquarters

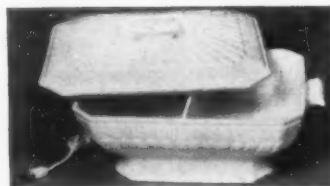
435 Hudson St. | 30 East Adams St.
New York 14, | Chicago 3,
New York | Illinois

▼ **SOLID BRASS** on Italian marble, a gift aimed at gracious living. Including two candlesticks and a compote, the console set is \$12. (Does not include flowers or candles.) Seiden Brass and Giftware, 307 Canal St., New York 13, N. Y.



GIFT GALLERY

(Continued)



▲ **BUFFET ENTERTAINING** will be a joy with an electric two-sectioned casserole. Of white glazed pottery. \$9.95. Hammacher Schlemmer, 145 East 57th St., New York.



▲ **AN ELECTRIC ICE CREAM** maker preserves the unique flavor of homemade ice cream, yet does away with the tiresome chore of cranking. \$39.95. Proctor-Silex Corp., 700 W. Tabor Road, Philadelphia 20, Pa.

SALES MANAGEMENT

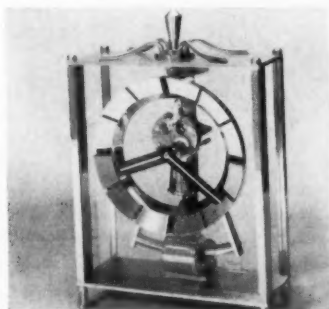


▲ CAMPERS will appreciate the new cookware kit designed for their specific use. Consisting of five basic utensils. Occupies less than one cubic foot of space. \$34.95. Revere Copper & Brass Inc., 230 Park Ave., New York 17, N. Y.



▲ INSTANT "REAL" COFFEE is easily prepared with the Quick Coffee Maker. Coffee, in unit's filter, drips, to the cup below. 98¢. RMS Electronics, Inc., 2016 Bronxdale Ave., Bronx 62, N. Y.

▼ A PENLIGHT BATTERY powers this new six-jewel transistor clock for one year. There is no winding and no electrical cord. Heavy brass case and dial. \$24. Cuckoo Clock Mfg. Co., Inc., 40 West 25th St., New York 10, N. Y.



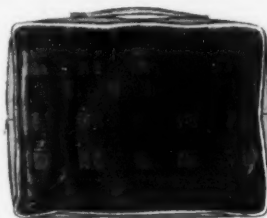
SEPTEMBER 10, 1961

Pendleton® Robe-in-a-bag

A gift of quality the whole family will enjoy

Of 100% virgin wool, this 52" x 70" robe comes in authentic tartans or bright plaids, all of famous Pendleton quality. Its zippered plastic carrier has a comfortable removable cushion to add to the enjoyment of sports, traveling, camping, boating, picnicking. Throughout its long life it will be a reminder of your thoughtfulness. Full details and colors on request.

HIGHLANDS (Assorted Plaids) \$13.95, including case.
CLANS (Scotch Tartans) \$17.95, including case.



PENDLETON WOOLEN MILLS Portland 1, Oregon

The LITTLE GIFT that builds LONG-TERM GOOD WILL



The **Edlund 49'er** Can-punch and Bottle-opener

GOOD LOOKING • USEFUL • INEXPENSIVE

This handy opener, for kitchen, bar or picnic use, has a genuine walnut handle, Indian Tan rawhide thong and hand-ground, hardened and tempered point. Imprinted to order. Minimum order of 500, 27¢ each; 5,000 or more, 26¢ each, FOB Burlington (plus die charge). Write for full details. EDLUND COMPANY, INC., BURLINGTON, VERMONT.

**A GIFT THAT'S
TOP-RATED**
by men & their families!



"Pecanway"

PECANS
GIFT PACKED
IN HOLIDAY BOXES

THE FINEST

Carefully selected for size and delicate flavor, "Pecanway" pecans are fresh-shelled to fill your orders. Rigid inspection insures plump, tasty halves in every "Pecanway" package.

These crunchy nuts are elegant eating "as is", dear to the hearts of hostesses as cocktail tidbits and for use in preparing luscious desserts and salads. (We include a folder of favorite southern recipes.)

CONVENIENT

You send your list and mailing dates. We enclose your cards, ship according to instructions and pay postage.

- * * * * *
- * 2 lb. gift box \$3.95 ppd. *
- * 3 lb. gift box \$5.95 ppd. *
- * 5 lb. gift box \$9.95 ppd. *
- * Carton of 1 doz. *
- * 1 lb. cello packs \$23.95 ppd. *

* * * * *

ORANGEBURG PECAN COMPANY
P.O. Box 38, Dept. SM Orangeburg, S. C.



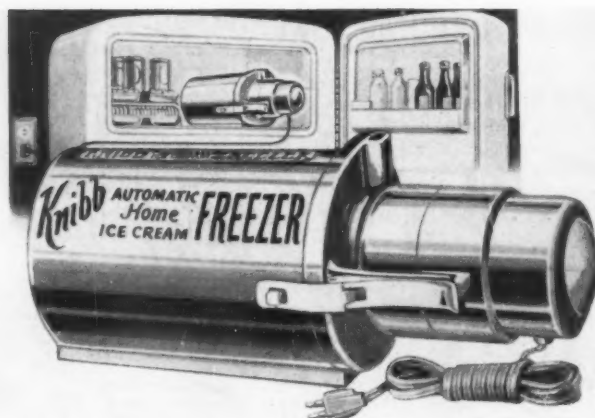
**GIFT
GALLERY**

(Continued)




▲ **THE AUTO DOCTOR** works for its owner wherever air pressure is required for inflating or siphoning. Blows out clogged gas lines, inflates sports equipment, bleeds hydraulic brakes, tests radiators. \$3.98, ppd. Hall Specialty Merchandising, 3727 N. Capitol Ave., Indianapolis 8, Ind.

◀ **THE THINKER**—a reproduction of the famous Rodin sculpture available in antiqued-bronze finish. It's 15" high, can be used as an accent piece, book end. \$29.95. Wynn's Fine Arts, Lawrence Road, Kings Park, Long Island, N. Y.



▲ **WHIP AND FREEZE** your own ice cream, cocktails, sherbets, and fruit ices. Better yet, use this unusual product as a business gift. It's automatic, uses no ice, no salt—holds a big half-gallon and whips up your latest concoction in minutes in the refrigerator or home freezer. The Knibb Whip 'n Freezer. \$34.95. Knibb Industries, Inc., 360 North Michigan Ave., Chicago 1, Ill.



dutch tulip

by

PRIZER-WARE®

PORCELAIN CAST-IRON COOKWARE.

This handsome, American-made cookware is an excellent choice for business Christmas gifts. It's thoughtful and in good taste — and sure to please everyone who receives it.

From freezer—to range—to table...Prizer-Ware proves its versatility. Its solid cast-iron construction distributes heat evenly, retains flavor. Yet the gleaming porcelain finish cleans easily, and the distinctive Dutch Tulip pattern blends with traditional or contemporary kitchens.

turn page for description of line and prices

CHOOSE FROM THIS ATTRACTIVE GIFT ASSORTMENT



PRIZER-WARE® STARTER SET

This sure-to-please set contains six preferred pieces . . . 1 qt. casserole, 1 qt. saucepan, cover to fit both saucepan and casserole, 9½" skillet, cover to fit skillet and trivet to fit all utensils. Attractively packed as illustrated. Retail price \$24.95. Number PSS-1.



PRIZER-WARE® gourmet set

Your most valued customers and friends will appreciate this handsome set. 9½" skillet with wood handle, cover to match, 2 qt. casserole and cover, 2 qt. wood handle saucepan and cover, 6 qt. Dutch Oven and cover, trivet to fit all utensils. Packed as a set. Retail price \$47.95. Number GS-1.


PRIZER-WARE® . . . a gift to treasure. Beautiful, practical Prizer-Ware is a family gift that will be used and appreciated for years. That's why it's an ideal way to express your good wishes to customers and friends. It's versatile, too . . . can be adapted to every type of gift program. You'll find it easy to order Prizer-Ware for your business gifts.

ATTRACTIVE PRICES ON VOLUME ORDERS.

For complete information, write Prizer-Ware, P.O. Box 1382, Reading, Pa.

PRIZER-WARE® SINGLE ITEMS

Attractive individual packaging—shipped in master carton.

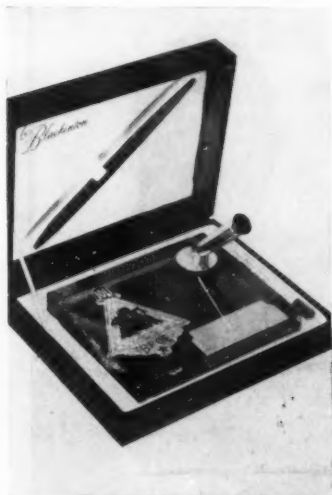
	Skillet—Prizerwood Handle FPS-1—7" FPS-2—8" FPS-3—9½" FPS-4—11" Covers to match, 7"—\$2.75 8"—\$3.50 9½"—\$4.00 11"—\$5.25	Retail Price \$5.75 6.75 8.00 9.25		Lipped Saucepan—Prizerwood Handle LSP-1—6¼"—1 qt. LSP-2—7¾"—2 qt. Covers to match, 6¼"—\$2.75 7¾"—\$3.25	Retail Price \$6.50 7.50
	Divan Dish D-1040—8" D-1041—9½" D-1042—11" Covers to match, 8"—\$3.50 9½"—\$4.00 11"—\$5.25	Retail Price \$5.50 6.50 8.00		Round Dutch Oven With Cover RCO-1050—8"—3 qt. RCO-1051—10¼"—6 qt. RCO-1052—11½"—9 qt.	Retail Price \$11.95 16.95 24.95
	Round Casserole With Cover RC-1030—1 qt. RC-1031—2 qt.	Retail Price \$9.00 10.00		Trivet T-1080—9⅝" (fits all utensils)	Retail Price \$2.95

PRIZER-WARE / Reading, Pa.



▲ THIS HENNESSY BOTTLE is a cigarette box set to music. When the upper part is lifted, the cigarettes are unfolded and a popular tune begins to play. 12" high. \$20. Sponholz, 770 Madison Ave., New York 21, N. Y.

▼ YOUR COMPANY EMBLEM, even an actual trade-mark, may be "floated" in crystal-clear Lucite and fashioned into this attractive desk set. Fraternal emblem with plaque suitable for engraving complete in de luxe gift case: \$25. V. H. Blackinton & Co., Inc., Commonwealth Ave., Attleboro Falls, Mass.



1795
Dual Drag push-button
WonderCast \$29.95



1797
Level Wind push-button
WonderCast \$24.95



2065
WonderSpin with two
filled spools \$32.50



618 SPIN-WONDEROD \$18.95



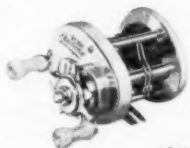
218 SPIN 'R' CAST WONDEROD \$18.95



818 FLY WONDEROD \$18.95



2080
Salt Water
Spinning Reel \$39.95



1992
Free Spool Executive
for bait casting \$45.00



1836 Deluxe automatic
Fly Reel \$14.95

WRITE FOR NEW
ILLUSTRATED PRICE LIST

BE THERE—when your customers

Go Fishing!



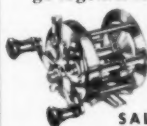
When your customers go fishing, you can be there with a gift of fine fishing tackle from Shakespeare, the one name known and cherished by fishermen the world over! You can choose with absolute confidence any Shakespeare Wonderod, reel or line and be assured that your gift of Shakespeare tackle will be warmly appreciated by your customers. And, uncompromising Shakespeare quality speaks well of you and your firm at the time of your gift... and in many years to come. So when your customers have "gone fishin'", be there with a gift of Shakespeare fine fishing tackle! (From \$5.95 to \$45.00)

FAMOUS DOUBLE-BILT® Straight-Fiber Tubular Glass WONDERODS

Shakespeare's patented tubular glass process is recognized by fisherman everywhere as the ultimate in fine rod craftsmanship. Tubular glass Wonderods are built to taper with strong, small diameter tip for casting and a power-packed butt for hooking and landing fish.

BALANCED TACKLE SETS

Appealing combinations of perfectly matched rods and reels designed to go together for perfect fishing performance. Complete outfits are available for every type of fishing — from \$18.95 to \$58.95.



SALT WATER SERVICE REELS AND RODS

Shakespeare Company, Dept. SM-9, Kalamazoo, Mich.
Please send full color illustrated catalog and price list.

Name _____

Address _____

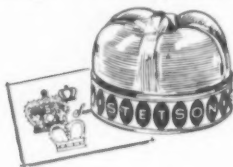
City _____ Zone _____ State _____

*This year—Give the
Gift with Prestige*

*
Give a
STETSON



*via a Stetson
Gift Certificate*



* Never a gift more welcome, one easier to give, or one that carries more good will with employees, associates, customers or clients. To give a Stetson is to give a name that honors both the giver and the given.

* And you're always sure of giving just the shape, the shade, the style he wants—and of course, since he selects his hat himself, he gets correct size and assured fit.

* Stetson Gift Certificates may be had in any amount from \$11.95 to \$100 each. For an individual certificate, see your local Stetson hatter. National Gift Certificates, redeemable anywhere, are available at quantity discounts. For information, write to John B. Stetson Company, 5th Street and Montgomery Avenue, Philadelphia 22, Pa. (attention Mr. Thomas Thompson). Write today! Be ready for the holidays!



STETSON

The Greatest Name in Hats



Prove it to Yourself

Gifts **DO** Create Good Will

By U. GORDON COLSON
President and Sales Manager
U. O. Colson Co.

Every year at this time a rash of articles appear in the business press and on the financial pages of the daily papers about how bad it is to give or receive business gifts. Some of the articles make the pious claim that all business giving is immoral and many of the writers explain how they plan to give the money to charities, in the names of their customers.

Almost without exception the dominant underlying theme of these articles is an emotional one. Logic and straight thinking enter only slightly into the argument;

very frequently the whole point of business gift giving is lost. The proposition is usually stated thus: Giving business remembrances at holiday time—or on any occasion—is plain and simple bribery. To give this same amount of money to a charity, however, removes the taint: the offering is purified.

I take firm exception to the implication of bribery with, I believe, some excellent reasons to support my position. Admittedly, I'm biased: The manufacture and distribution of useful advertising material is our business, but I believe

"We are promoting good will," says U. Gordon Colson, president and general sales manager of U. O. Colson Co., Paris, Ill. "The business gift offers an effective opportunity to create a favorable image." President of a company manufacturing advertising reminders, Colson takes umbrage with those who level emotion-filled charges at the practice of business gift giving. A director of the Illinois State Chamber of Commerce, trustee of the Business Goodwill Advisory Council, and member of the Young Presidents Organization, he speaks with considerable authority.



SALES MANAGEMENT

Now a fabulous
MINOLTA "16" CAMERA

retailing for under

\$27

with case & strap



MINOLTA 16-P

'WEATHER DIAL' sets exposure automatically

Just set pointer on symbol for bright sun, hazy sun, cloudy bright, or cloudy dull—you'll get perfect exposures every time.

Precision palm-size camera

- perfect for pocket or purse*
- for premiums, incentives, business gifts*

- Uses same Kodak and Ansco film as famous Minolta 16 II (available at photographic stores everywhere)
- Color slides fit any 35mm projector
- Standard size 3x4 inch Black & White snapshots
- Fast Rokkor f/3.5 lens
- Rapid film advance counts film, sets shutter, prevents double exposure
- Synchronized for electronic flash and flashbulbs
- 20 exposure film magazines drop-in for instant loading

FOR PRICES AND PROMPT INFORMATION WRITE:

MINOLTA CORPORATION

200 Park Avenue South • New York 3, N.Y.

SEPTEMBER 10, 1961

FAMOUS MINOLTA 16II
also available

- f/2.8 Rokkor lens
- Speeds from 1/30 to 1/500 sec. & B
- Even takes indoor pictures without flash
- Color and Black & White films available
- Push-pull film advance and shutter cocking
- Synchronized for flash

Retails for under

\$40⁰⁰

with case and strap



we are performing a valuable economic function and should not be damned out of hand, as so frequently happens.

Examine the proposition carefully: What are business gifts intended to do? To those executives who say, "To bribe the buyer," and who insist they give them only for that purpose, I say flatly: Don't bother with gifts. Use money. . . . It's neater and easier. If bribery achieves the results you want, you'll do a whole lot better with cold, hard cash because the recipients who can be influenced this way will prefer it. But don't, please, call it a business gift. It's not.

We in the business gift industry aren't selling graft, promoting under-the-table deals, or trying to undermine business morals. That's not our intention at all. What we are promoting is good will—an entirely different thing altogether. We're offering businessmen an easy, effective opportunity to create a favorable "corporate image"—if we in the Midwest may borrow a Madison Avenue phrase—in the minds of customers and prospects.

As a matter of fact, you've probably proved our point yourself: Every businessman picks up the check for lunch or dinner with a client or prospect occasionally. Does this qualify as bribery? Hardly; all you've tried to do is make your customer feel friendly toward you—to make him feel you're not the kind of Joe who always wants to be on the receiving end. You want to say "thanks" in a tangible way, and let him know you appreciate his business, both past and future. Isn't that so? No doubt you've been on the opposite side of the fence in a similar situation. Did you feel corrupted when the man with whom you were lunching insisted on using *his* credit card?

Who is to rise up in righteous indignation to say that this isn't a legitimate business practice? If that's underhanded, then it's also sneaky tactics to speak pleasantly to an indignant customer who is obviously wrong, but whom you are trying to pacify with honeyed words and the "Yes, but . . ." technique. We all want to be liked;

psychologists tell us (as does our own common sense) that this is a basic human need. But we also want to be liked—and to like the people with whom we deal—because it's generally good business.

Isn't it true that we tend to place our orders with people we like? People we feel we can trust . . . people who are appreciative of the business we place with them? Any salesman on the street knows that's basic. And make no mistake about it, business is people. Sure, General Motors does business with Douglas Aircraft, and Union Carbide with Sperry Rand. These are the names on the purchase orders, true, but those purchase orders are initiated by people—who want to do business with these firms.

You can prove this to yourself very easily: Think of your major customers or suppliers. Do you tend to think of American Photocopy or Standard Oil or IBM—or do you think of your contacts at those companies? Most of us think in terms of people, not of cold impersonal corporations.



FARIBO FLIGHT-LITE . . . All-season weight blanket designed to give it just the right degree of warmth in today's heat conditioned homes. Lovely, lacy weave has hand-loomed look. White, carnation pink, beige, yellow, mint green, blue or rose.

FARIBO PAK-A-ROBES® . . . Generously sized, 100% virgin wool Sport Robes, each in its own handy zippered carrying case. Case doubles as a cushion. Several case styles and several smart Tartan plaids to choose from.

FARIBO BLANKETS
Faribault, Minnesota

Faribo GIFTS

...the Family's Choice

A successful sales and goodwill program is easily assured with Faribo premiums . . . exciting gifts for the whole family to enjoy.

An always fresh and colorful, "prestige" selection, priced from \$5 to \$50. Write for full information.



The idea of letting each person on your gift list select his own gift makes a lot of sense. It is obviously the surest way to secure satisfaction and appreciation.

This idea, put into practical form, is known as the Selective Gift Plan. The practical form is a gift certificate that invites the recipient to select the gift he likes best from a booklet that illustrates several gifts. To please each recipient, there must be a sufficient variety of gifts offered to satisfy a wide range of tastes. To please the buyer, the cost must be the same regardless which gifts are chosen, and the selections must be filled promptly by a reliable organization.

This year... give the gift they'd give themselves

Every gift dollar invested in a Selective Gift presentation creates far more lasting goodwill than a dollar spent on liquor or any other single gift. No single gift can please everyone. Even the most popular gift in a Selective Gift booklet is rarely chosen by more than 12% of the recipients—the other 88% wouldn't be as happy with that gift as with the item they would choose for themselves.

Three years ago, the Selective Gift Plan was relatively unknown. Since then, it has grown remarkably fast. Last year, 450,000 business gift recipients were given the pleasure of selecting their own gift. *More than half of these presentations were prepared and serviced by the most experienced organization in this field—the Selective Gift Institute.* Through SGI's network of 250 franchised distributors, more than 9,000 gift buyers were relieved of all detail while watching their goodwill soar to new heights. Many of these gift buyers are small, with only a few names on their gift list. Others are quite large. One national company used close to 11,000 SGI presentations for employee gifts alone in 1960.

Today there are dozens of new companies springing up with Selective Gift Plans similar to those produced by SGI during the past two years. Meanwhile, SGI has applied its unique know-how to create an advanced Selective Gift Plan that stands head and shoulders above all others.

The 1961 SGI Selective Gift Plan is a fine blend of thoughtfulness, good taste and practicality. You can choose any one of 7 different price categories—from \$5.88 to \$96.20—individually, for each person on your gift list. You can choose a Thanksgiving program, a Christmas program, a Year Round program or a Birthday program. You can choose to distribute the presentations yourself or to have SGI do the addressing and mailing for you at no extra charge.

The new SGI announcement presentation is an elegant expression of your feel for quality. The envelope is embossed. The presentation folder is made of a supple suede material with an appropriate greeting sculptured in gold. The gift selection booklet is printed in the most striking full-color you have ever seen, with one big life-like picture devoted to each item. Each booklet is personalized in gold with your name and the name of the recipient. The whole thing is put together royally.

The recipient selects the gift he likes best and then mails his gift certificate back to SGI in a stamped reply envelope that is provided. SGI promptly ships him the gift of his choice, fully prepaid, and guarantees delivery. After a reasonable length of time has elapsed, you get an IBM-tabulated report showing when each certificate was redeemed, which gift was chosen by each recipient, and when each gift was shipped.

This is the perfect answer to all your gift selection problems. It works like a charm, magically multiplying and solidifying Goodwill in a most effective manner.

In summary, the Selective Gift Plan offers these basic advantages:

- Generates much greater appreciation than arbitrarily chosen gifts.
- Eliminates duplications, disappointments and wasted gifts.
- Spares you of the task of gift shopping, packing and shipping.
- Makes it easy to stick to a budget, with all costs known in advance.
- Takes care of replacing any lost or damaged gift shipments.
- Gives double-impact—first with the presentation, then again with the gift.
- Reaches into the home and solidifies goodwill on a family level.

In addition, ONLY the SGI Selective Gift Plan offers these exclusive PLUS FEATURES:

- Balanced gift offerings based upon tested preferences, with an unparalleled variety of different gifts to satisfy both sexes.
- All items made in the U. S. A., for ideal quality and delivery control, with the best values in exclusive merchandise.
- The most impressive Selective Gift presentations ever created, with numbered detachable receipt stubs on all certificates.
- Automatic acknowledgment of all gift selections within 10 days, and a Final Report that gives the date of each gift shipment.
- Distribution from 3 strategically located warehouses, with delivery by United Parcel Service in many metropolitan areas.
- An Iron-Clad Performance Guarantee, with certification by a nationally known CPA firm to its full and accurate execution.

Many of your business friends this year will be honored with Selective Gift presentations. They will like this idea better than any single gift you could choose for them. If they receive several Selective Gift presentations, they will be more impressed and pleased with the SGI presentation than with any other. If you want your gift to be the most appreciated, there is only one answer. Write today for a FREE brochure which describes all of the SGI programs available and illustrates, in full color, all of the gifts included. You will be glad you did.

THE SELECTIVE GIFT INSTITUTE • LANSDOWNE, PENNSYLVANIA

RADAR SENTRY

ELECTRONIC RADAR DETECTOR



PERFECT BUSINESS OR CHRISTMAS GIFT FOR THE MAN WHO DRIVES A CAR



Radar Sentry is a most useful gift for the man whose work demands a great deal of driving. This miniature, self-contained electronic radar detector, produces a signal to indicate the presence of both "S" and "X" band Radar frequency used for traffic speed meters and signal controls.

Radar Sentry warns in advance of entering a radar-timed speed zone. An electronic "beep" set off by intercepted radar beams alerts the driver to check his speed within a 1/4 mile range of the danger area.

- Miniaturized — Completely Transistorized
- Requires no antenna — no wires
- Small, compact, does not obstruct vision
- Available in choice of 3 colors, Neutral Beige, Light Blue, Light Green.

REQUIRES ABSOLUTELY NO INSTALLATION
Magnetic base holds firmly on dash, also equipped with clip for sunvisor mounting.
Size: 3 1/2" W x 3 3/4" D x 2 1/4" H approx.
Weight: 13 ounces.

MONEY BACK GUARANTEE
RETURN IN 10 DAYS IF NOT SATISFIED
C. O. D. ORDERS ACCEPTED
CHARGE TO DINERS' CLUB ACCOUNT (Give card number and signature)

RADATRON INC.
Dept. 5M • 232 Zimmerman Street • North Tonawanda, New York

ONLY
\$39.95

POSTPAID

A Special Treat That
the Whole Family can Enjoy.

MAMMOTH PECAN HALVES

in Attractive Transparent Gift Package

GIFT PACKAGES

5 lb. Gift Package	\$11.00
3 lb. Gift Package	\$ 7.50
2 lb. Gift Package	\$ 5.50
1 lb. Gift Package	\$ 3.00



All prices prepaid delivered
West of Mississippi add 15c per lb.

ROOS QUALITE PECAN COMPANY P. O. Box 367 Savannah, Ga.

That's the basis of our premise: Get these people to think of you in a friendly way and you have the edge on your competition. Other things being equal (and you know they often are), the supplier who is liked will get the business. Good will is a tangible asset, frequently carried on a company statement: Who will condemn any moral way to gain it? You work to gain it with lunches, polite conversation, good service, etc. The use of appropriate business gifts is one more way—and one of the most effective, especially in terms of lasting results, and least expensive.

How to define the difference between bribery and legitimate giving? It's really quite easy. Ask yourself if you honestly want to say Thank you in a genuine, tangible way . . . or if you're really trying to corrupt the man to whom you're presenting this gift. That simple, yet adequate, standard will

Decidedly Different!

- BUSINESS GIFTS
- SALES INCENTIVES
- DEALER LOADERS



DREMEL ELECTRIC SHOE POLISHER

Unshined shoes can ruin an otherwise neat and professional appearance. Designed to eliminate this problem is the new Dremel Electric Shoe Polisher. A tap of the toe tip switch whirrs two lambs wool polishing bonnets into action (one for black shoes, one for brown). Gives a fast, sparkling shine in seconds . . . and without bending a knee. Smartly styled in gleaming chrome. A gift any executive would appreciate having for use at home or the office. Deluxe model includes sliding drawer with three tubes of shoe polish and two pairs of shoe laces. Retail prices from \$27.95 to \$35.00.

Write for Quantity Discounts.

DREMEL MANUFACTURING
COMPANY
DEPT. 911-I RACINE, WISCONSIN

137

SALES MANAGEMENT


give you your answer in a hurry.

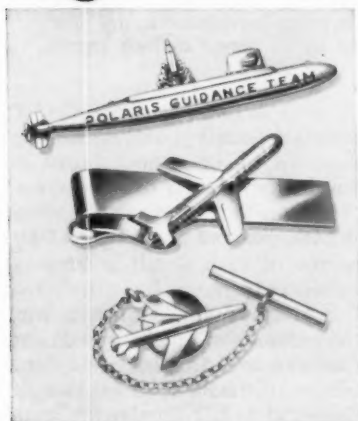
What about the gift to charity? If giving business gifts is good, isn't this way even better? Let me answer that with another question: What are you after here? Giving to your favorite charity, or advancing your business cause? The two are not at all the same thing, and trying to combine them is like trying to mix water and oil.

In the first place, what makes charity giving better? Do you presume to know that your client prefers to have the Tabby Lane Home for Indigent Felines receive \$5? He may well prefer a useful gift that he and his family could enjoy for many years. Very few business gift donors know their customers well enough to choose the charity. Isn't it really presumptuous to assume this responsibility?

We, on the other hand, are offering good will expressed in business gift form. How hard are your individual salesmen, your advertising agency, and your public relations counsel trying to do the same thing? You know they're working at it—we're trying to help, too.

POWER YOUR SALES

with  "Nuclearized" Jewelry



Designed for you, handsome tie-clasps, cuff links, lapel buttons stimulate sales, create good will as:

- Sales campaign awards
- Staff service and performance awards
- Gifts for special occasions
- Customer good will gifts



Send for **FREE 12-page booklet**
WILLIAMS & ANDERSON CO.
Industrial Division

14 Third Street, Providence 6, R. I.
EMBLEM MANUFACTURERS SINCE 1901

SEPTEMBER 10, 1961

for a finer, distinctive gift...

IT'S THE NEW

Stahly

LIVE-BLADE RAZOR



Model S6
Fully
Warranted

- Built with the same precision as a fine watch.
- Spring powered for the smoothest cutting action available today.
- The wet shaver beyond comparison, yet it uses any double-edge blade.
- A business gift that would be truly appreciated by every man on the executive's gift list.
- Adaptable as a gift for any type of industry—manufacturers, sales engineers, tool and die industries, designers, etc., and available as gifts in quantity lots.

Power that's
built-in!



Non-Electric
Self-contained
motor—
no cord or current
needed.
Shave anywhere
— anytime.

RETAIL PRICE

\$22.50

Liberal Discount
Quantity Orders

THIS RAZOR BUILDS GOOD WILL
and precious remembrance that lasts a life-time.

The user experiences a matchless luxury shave daily. Truly it is the PEER of POWERED Automatic Razors.

Enclosed in a leatherette silk lined case, the STAHLY is a gift of distinction — it is new and different. No other razor made like it.



Stahly

INC. Dept. 2 South Bend 24, Indiana



COLONIAL HAT RACK

EXCELLENT LEADER ITEM—POPULAR GIFT ITEM!

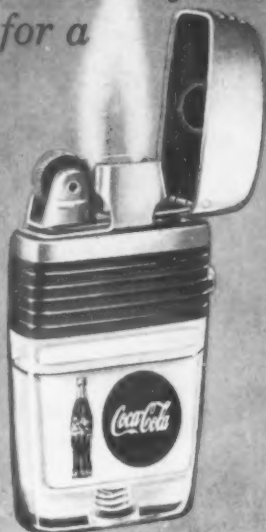
More than 2000 sold from editorial features in America's leading magazines. Individually boxed. Made of cast aluminum and maple strips. Very handy and useful in every home and office. Packed 36 to carton. **ORDERS IN EXCESS OF 100 RECEIVE 10% DISCOUNT!** F.O.B. Moultrie, Georgia.

Moultrie Mfg. Co., Moultrie, Georgia

\$1.00

MADE
TO SELL
FOR \$3.95

*Your prospects
will love you
for a*



Scripto
**WINDGUARD
VU-lighter**

Standard
size
or new
luxury
"Compact"
**THEY
LET YOU
KNOW
WHEN
THE
FUEL
IS LOW!**



A replica of your product or trademark inside the clear, see-through reservoir will make new friends for you . . . more sales. You see when to refill before they go dry! Inexpensive. A conversation piece.

For name of your local distributor attach this ad to your letterhead and mail to:

Scripto **VU-lighter**

Box 4926, Atlanta 2, Georgia



Let an Artist Capture Your Prospect



The problem: to find some way to guarantee permanent source identity. An oil portrait, a gift highly valued by its owner, delivers results.

If, simply because a gift was "different," the giver were assured maximum impact for his investment, things would be fine. The fact is, however, that the "different" gift becomes an "effective" gift only when it provides certain specific benefits to the donor:

It must be unusual, of course. And if the customer has never received one before, all the better. Ideally, it should be treasured by him—and forever! Hopefully, it should permanently identify the giver and, if possible, have a strong appeal to the recipient's ego. Finally, it should be some kind of luxury item which offers no clue as to what in reality is a nominal price. The more of these characteristics the gift possesses, the greater its chances of success.

Wormwood milking stools and

polished curling stones do not measure up. But an original oil painting might be one answer to this desire for a business gift which is both different and effective. The source of such a gift is long remembered.

If Murray Schneider has his way, the original oil portrait will certainly become America's next status symbol. Schneider, in business in Great Neck, N.Y., under the name Portraits by Schneider, supervises a staff of over 75 American and European artists who specialize in portraits of business executives and celebrities across the country.

Schneider explains the reason behind the success of this kind of business gift in this way: "Not only do very few Americans own an oil painting of themselves, but they are greatly impressed with the idea of

SALES MANAGEMENT

possessing one. Traditionally, only the rich purchased such luxurious baubles: the average man did not and could not indulge."

Now, with prices starting at \$28 for a 9 in. by 13 in. portrait of one person, there is increased opportunity to own one.

A Portrait by Schneider is a painting executed by the artist from a photograph. Instead of the artist's requiring the subject to sit motionless for endless hours, he is able to place the photo in front of him and work directly from it. The customer receives an original painting on canvas.

The executive wishing to use several paintings as business gifts can do so in the following manner: He must deliver a photograph of the subject in which the head is no smaller than one inch. It is also necessary to provide the coloring of hair, eyes, complexion, clothing and background. Schneider usually delivers the finished portrait within three to six weeks.

While the price range may not be conducive to a mass program involving hundreds of gifts, it does afford one answer to a limited gift program.

Among Schneider's recent customers are DeJur Amsco Corp., Excel Corp., Stop and Save Trading Stamp Corp., and Old London Foods, Inc.

Recent "names" painted by Schneider include President Kennedy; Pope John XXIII; Dr. Milton Eisenhower, and Francis, Cardinal Spellman. In addition, his work has been seen on the leading TV networks and at trade shows and is currently exhibited in several prominent museums around the country.

Often — and unfortunately — gift giving is handled unimaginatively. This is particularly regretful because of the high potential for satisfaction on the part of the recipient. When giving is thoughtfully and creatively pursued, however, the result has the impact and response for which the promotional budget was designed. An oil portrait may provide such a response.



**STURDY WISS
"GRASS MASTER" SHEARS.**

Easiest cutting grass shears made. Noiseless, light action cuts toughest grass. Knife-edged blades, hardened and tempered for lasting keenness.



FAMOUS WISS PINKING SHEARS for a ravel-resistant finish on all fabrics. Light, easy to handle. Teeth perfectly meshed for easy, detailed cutting.



**ATTRACTIVE
WISS SWEETHEART
SEWING SET.**

A heart shaped leather case holding two essentials for every woman interested in sewing — dressmakers' shears and sewing & embroidery scissors.



"HY-POWER" WISS PRUNING SHEARS. Tremendous cutting capacity cuts toughest limbs with ease. Nickel plated, hand edged blades hardened and tempered. "Comfort Grips" protect hands.

**Associate
your fine name
with the fine name of**

WISS

FINE WISS DRESSMAKERS' SHEARS.

Fully nickel plated, solid steel construction. Hand-honed blades stay sharp longer. Tailors' type handles for easier, faster, more accurate cutting.



PRESTIGE GIFTS FOR YOUR BUSINESS ASSOCIATES!

**ALL ITEMS
INDIVIDUALLY
PACKAGED**



WISS

World's Largest Manufacturer of Shears, Scissors, Pinking Shears, Skalloping Shears, Metal Cutting Shears, and Garden Shears

J. WISS & SONS CO.
Dept. SM-9

33 Littleton Ave., Newark 7, N. J.

Please send me complete information on your Business Gifts.

Name _____ Title _____

Company _____

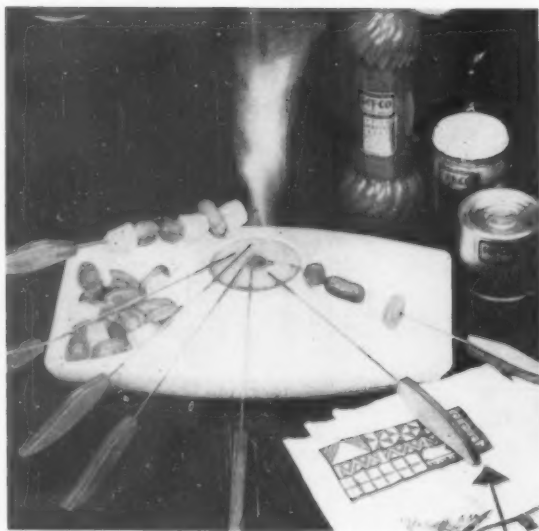
Address _____

City _____ Zone _____ State _____



GIFT GALLERY

... Food



▲ **DISTINCTIVELY** different fruit cake . . . with a delicate rum and brandy flavor . . . with hickory nut kernels and pecans as a part of a batter baked in an old fashioned oven. Mailed in rustic wooden crate. 2 lbs. \$4.35, 3 lbs. \$5.95 f.o.b. House of Webster, Box 961-S, Rogers, Ark.

◀ **LUAU LIVIN'** made easy! Give a Hawaiian feast to your customers. This attractive indoor burner is complete with eight stainless steel, wood-handled skewers. Packed with cocktail meatballs, barbecue sauce and cocktail franks. \$17.50. (Includes postage and sales tax.) Sey-Co Products Co., Inc., 14657 Lull St., Van Nuys, Cal.



◀ **EVERY HOSTESS** will welcome this attractive, useful gift. Made of hammered aluminum with a double-walled, fiber-glass design, this 2½-qt. insulated server will insure crisp cool salads and piping hot dishes for many hours after they are served. The cheese contents include Cheddar, Gouda, Caraway, Blue, Brick, Swiss and Smoky varieties. \$9.95. The Wisconsin Cheeseman, P.O. Box #1, Madison, Wis.

▶ **PEARS, PRESERVES, NUTS** and other toothsome delights beribboned and packed in a hand-woven gift basket. Basket #7 is priced at \$16.95. Harry and David, Bear Creek Orchards, Medford, Oregon.





Wilson STAFF GOLDEN GIFT PLANTER

Handsome gift idea
for handsome
Christmas giving

Here's the ball that won thousands of new friends in 1961! It's the remarkable Wilson Staff—the famous "long ball" of golf—the perfect Christmas gift for friends, customers and business associates. The Wilson Staff Christmas package includes—at no extra cost—a beautiful decorative planter to brighten home or office. In dozen or half-dozen sets, complete with Christmas packaging. Available only through golf professional shops.

PLAY TO WIN WITH

Wilson

Wilson Sporting Goods Co., Chicago
(A subsidiary of Wilson & Co., Inc.)

Suddenly you're a Hero



because it took an "act of heroism" to find the most UNUSUAL gift-giving idea for customers, employees and friends EVER SEEN!

★ ★ ★ ★

...and your customers, appreciating your "heroics," would call to say "THANK YOU" for your unique and wonderful remembrance and thereby open the door to ADDITIONAL SALES! Even your employees showed their appreciation in the many small ways only YOU would understand.

★ ★ ★ ★

If you buy gifts (between \$7.50 and \$100.00 each), you'll surely want to see this unusually practical, sensationally simple and refreshingly different way of saying "THANK YOU" to the people who are IMPORTANT TO YOU AND YOUR COMPANY.

WRITE FOR MORE INFORMATION ...

MAIL THIS COUPON TODAY

Automated Gift Plan, Inc.

80 Park Avenue, New York 16, N. Y.

11A

Please send further information

Company _____

Address _____

City _____

Zone _____ State _____

Att _____

TITLE _____

We use approx. _____ Gifts in the \$7.50 to \$100.00 price range

Gift Bookards also available for sales and incentive awards



▲ GIVE YOUR CUSTOMERS hours of taste-tempting enjoyment. These prime, plump pistachio nuts are minus the red dye that usually stains fingers. Gift-wrapped carton of six 14-oz. tins: \$9. Agress Nut & Seed Co., 3441 Kingsbridge Ave., New York 63, N.Y.



▲ A BOTTLE of New York State champagne will gladden the heart of any customer. Available in brut, dry, pink and also sparkling burgundy. Retail price in Metropolitan New York \$4.10 for a fifth. The Taylor Wine Co., Inc., Hammondsport, N. Y.

GIFT GALLERY

... Food

(Continued)



▲ ALL KINDS OF GOODIES will greet the recipient of this yuletide gift package: cocktail crackers, cheese tubes, anchovies, canape cups, triple-stuffed olives and other delicacies. \$13.50. Charles & Co., 340 Madison Ave., New York 17, N. Y.



▲ WEDGEWOOD, GROSVENOR AND DRESDEN re-usable canisters hold 1-lb. assortments of fancy, foil-wrapped chocolates. \$1.50 each. Murray-Allen Imports, Inc., 135 East 144th St., New York 51, N. Y.

▼ A HALF-BUSHEL of succulent fruit in an attractive basket for which the recipient will find many uses on picnics and fishing trips and for weekly marketing. \$9.95. Braun Fruit Packers, Inc., P.O. Box 1077, DeLand, Fla.



SALES MANAGEMENT

▼ NO LEMONS to peel for the bartender who uses Twist-O lemon for his Martinis, Manhattans, bourbon drinks and any cocktails where lemon oils are preferred. Saves time and labor. Use one quick, short squeeze at the end of the bulb one-half inch above center of cocktail. \$4.95. Revord-James & Co., Golf, Ill.



▲ PAPERSHELL PECAN MEATS are a festive addition to any yuletide table. The colorful plastic package bears a "season's greetings" message in bright green and red. Roos Qualité Pecan Co., P.O. Box 367, Savannah, Ga.



▲ A 2½-LB. FRUIT CAKE in a reusable container will be welcome in any home. The container is a 3½-qt. ice bucket is of heavy-gauge aluminum. \$6.98. General Baking Co., 420 Lexington Ave., New York 17, N. Y.

SEPTEMBER 10, 1961

*Appreciated Gifts
of Inherent Good Taste!*

Rath

BLACK HAWK

HICKORY SMOKED CANNED HAMS

Boneless and easy-to-carve with a flavor right from an old-time Iowa smokehouse . . .



New and Outstanding! A genuine hickory smoked ham cooked in finest quality champagne.

Tantalizing Touch! Corn-fed, hickory smoked ham lavishly glazed with honey. Handsome.



Old-Time Favorite! This is the hickory smoked ham in a can that's made the name Rath Black Hawk famous.



Each ham is gift wrapped in distinctive gold on white package. We will ship direct to you or handle mailing for you.



THE RATH PACKING COMPANY, Gift Division, Waterloo, Iowa

Please send information regarding Rath Black Hawk Hams for business gifts.

Name _____

Company _____

Address _____

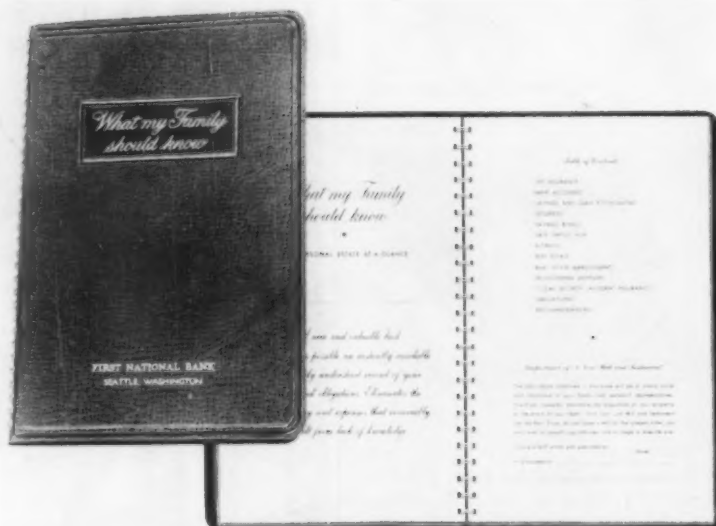
City _____ Zone _____ State _____



GIFT GALLERY

...Modest — up to \$3.00

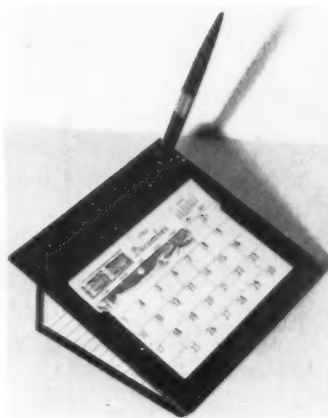
► A COMPLETE YET SIMPLIFIED record of personal assets can be vital to the welfare of the family. Life insurance, bank accounts, real estate, securities, etc., are recorded separately. The book, "What My Family Should Know," is available in brown or maroon with a company's imprint on the cover in gold. Under \$1 each in lots of 50 or over. Specialty Div., Nascon Products, 475 Fifth Ave., New York 17, N. Y.



▼ FOR THE SPORTSMAN, flyrod tie bars and bass cuff links are a continuing reminder of that recent fishing trip. They have a two-tone finish and come in an attractive gift box. Tie bar; \$2.50. Cuff links, \$2.50. Hickok Mfg. Co., Inc., Rochester 1, N. Y.



► DATES, APPOINTMENTS and miscellaneous information are right at hand with the new Deskretary, a combination of phone index, memo and calendar. Bookbound edges with metal support are included. In quantities of 100 to 199, with pen, 45 cents each. Business Inc., 175 West Water St., Taunton, Mass.



COLUMBIA RECORDS presents a new concept in gift giving...



a versatile presentation booklet that answers your search for
THOUGHTFUL EXECUTIVE GIFTS

Here's how it works: The recipient merely affixes the colorful stamps representing his choice of albums to the attached post card certificate and, in a matter of days after mailing, receives the albums he has selected. With every playing, he is reminded of you—the generous donor.



Your cost per *booklet* is determined by the number of records you choose to give. Each record album costs you \$2.35 delivered to the ultimate recipient. Thus, a presentation booklet may cost you \$2.35, \$4.70, \$7.05, \$9.40 or more, depending on your gift budget.

The gift of music is long remembered, highly valued, and brings hours of listening pleasure to young and old. The selections in the booklet have been carefully chosen to cater to every taste—from Jazz to Classics.

Normally, this inside cover would contain copy provided by your company. Your copy might convey Holiday Greetings, or contain an advertising message, either institutional or specific. The outside cover is available with several different illustrations. Your name will of course appear on the front cover as well as here inside... To learn more about this unique new idea in gift and incentive presentations, please read the specially attached booklet...



FOR FURTHER INFORMATION
AND A SAMPLE PRESENTATION BOOKLET—
WRITE SALES MANAGER, SPECIAL MARKETS—COLUMBIA RECORDS,
799 SEVENTH AVENUE, NEW YORK 19, N. Y. OR PHONE CIRCLE 5-7300.

COLUMBIA RECORDS

You will find it quicker . . .

By using the special index at the end of the book. It covers, under the proper product classification, every item appearing in the advertisements and the editorial Gift Gallery.

To a King's Taste



Fiddlers Creek Farm Smoked Products are fit for a king . . . (and for his friends and associates) delicious bacon, turkeys and capons, delicately seasoned and slowly hickory smoked until golden.

Smoked bacon, five separately wrapped pound packages, sliced to suit your individual taste — the hearty country slice — or the regular slice.

For the peak of luxury, **Bacon-of-the-Quarter**, a five pound package of delicious bacon every three months, to remind friends and associates of your holiday wishes throughout the year.

Smoked turkeys (8 to 15 pounds) and smoked capons (5 to 6 pounds), gourmet's delights, perfect for entertaining, for sandwiches and for unusual culinary treats.

Every item is carefully gift wrapped. All lists and cards handled with care.

FIDDLERS CREEK FARM, TITUSVILLE, NEW JERSEY

Per attached list, please send the following:

— smoked bacon, 5 pound package @ \$1.30 the pound plus postage (slice preferred: hearty ☐ regular ☐)

— Bacon-of-the-Quarter @ \$24.00 plus postage

— smoked turkeys @ \$1.80 the pound plus postage (appx. pounds _____)

— smoked capons @ \$1.90 the pound plus postage (appx. pounds _____)

NAME _____

FIRM _____

ADDRESS _____

CITY _____ STATE _____



▲ HAND-MADE COVERS of two-toned simulated leather set off the helpful Ready Reference "President" monthly planning book. In chestnut brown with attractive gold border, the book will provide an important assist to the busy executive. In quantities of 25: \$2.75, including up to 4-line imprint in gold on cover. Ready Reference Publishing Co., 406-426 West 31st St., New York 1, N. Y.



GIFT GALLERY ... Modest

(Continued)



◀ SIGNA-MATIC pen bears your company name. Its specially designed pocket clip displays raised lettering and/or trademark or corporation symbols. Designed in all gold, all chrome, or chrome top with plastic barrel. In 250-unit lots, 69¢ each. Tridel Co., 20 West 21st St., New York.

► EXOTIC TAVERNEAU, a rare, tawny Haitian hardwood, has been sculptured into an attractive bowl. Hand-carved with handles of cane, it lends itself ideally to assorted hors d'oeuvres. \$2.95. Deer Hill Co., College Pt., 56, N. Y.



SALES MANAGEMENT

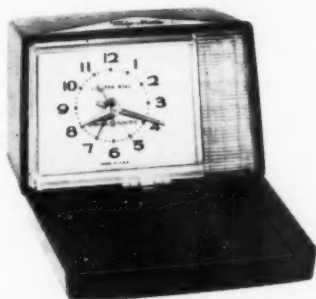


**Specially Priced
for Christmas Giving
starting at \$9.95**

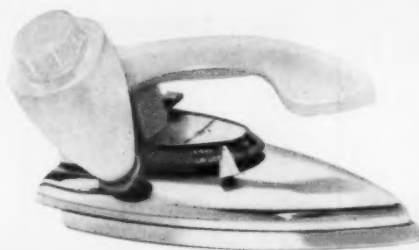
Here are gifts that reflect your thoughtfulness—gifts that will be useful and remembered long after they are given. Made by General Electric, they are priced to fit your Christmas budget.



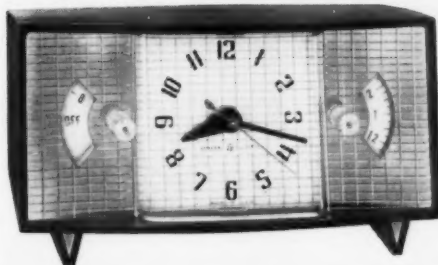
New "Gentry" Clock. Perfect for home or office! Early-American design in sculptured fruitwood finish case. Model 8101.



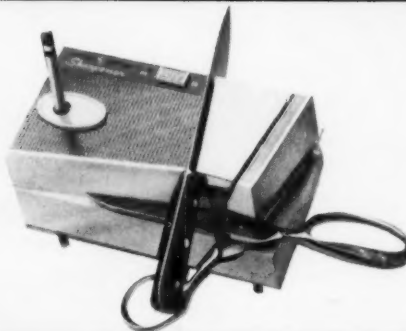
New Trip-Mate Alarm Clock. The gift that makes an ideal travel companion! "Read Easy" lighted dial or luminous dial available. Model 7274-K or 7274-L.



Plugs in around the world! New General Electric Steam & Dry Travel Iron has two adapter plugs that fit almost all outlets, here and abroad, 120—230 volts A. C. or 120 volts D. C.



The Videoclock. A truly functional gift—automatically turns radio or TV on and off. An accurate clock as well. Model 8S69.



Sharpens pencils, knives, scissors—electrically! This all-purpose sharpener makes a gift anyone would like to receive. Even yourself. Model NS1.



New Portable Air Purifier. Removes dust, dirt, smoke, odors; leaves room mountain-air fresh. Great for home, office, conference room; less than 2 feet wide. Model AP-1.



Progress Is Our Most Important Product

GENERAL  ELECTRIC

.....
• General Electric Company
• Premium Section • Bridgeport 2, Conn.
• We're interested in General Electric business gifts. Please send complete information.

• NAME _____
• COMPANY _____
• ADDRESS _____
• CITY _____ STATE _____



HAMMOND MAKES MORE THAN MAPS



place mats
decorative maps
books
plus customized
premiums created
just for you!



CUSTOMIZED
PREMIUMS



OUR 60th
ANNIVERSARY
of providing sales
builders to business
Sixty years of service and
the coveted NPSE seal below
are your guarantee
of sure-fire success
with prestige Hammond
premiums.



YOU MAKE MORE THAN SALES

... you make loyal customers
whose good will *continues* to
create extra profits year after
year. Shown here are only a few
Hammond sales builders ... Vinyl
laminated place mats ... Books on
nature, travel, pets, plants and
animals ... Plus a *customized*
premium service that America's
leading companies consult
for exclusive items to fit
a specific purpose.

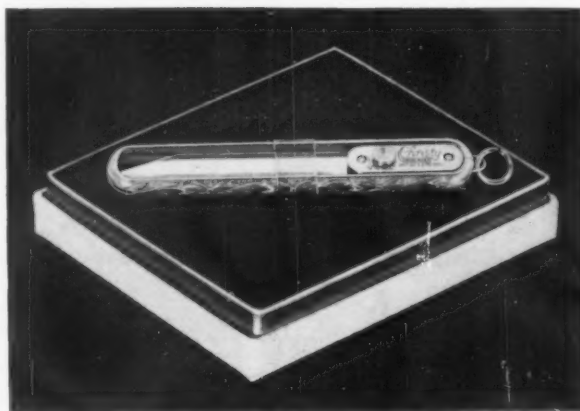
Popular sales builders this year
include Hammond's Civil War
Centennial Map, World Map, Space
Map and Weather Map. For
complete information on all
Hammond items, write
J. T. McManus, Manager, Sales
Promotion Division.



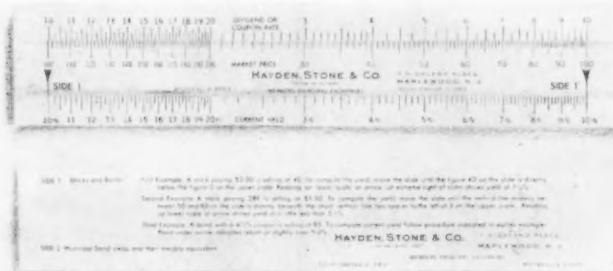
GIFT GALLERY

... Modest—
(Continued)

◀ TABLE TILES with a colonial motif
for holding hot casseroles, coffee or
teapots. Cork back with hangers. 6"
x 6" with red or blue borders. \$3 a
pair. David Douglas & Co., Inc., 1332
South 26th St., Manitowoc, Wis.



▲ SLIDING BLADE POCKET KNIFE may be opened or closed
with one hand. Frame is made of stainless steel or decorated
12k rolled-gold plate, blade is of surgical steel. From \$1.14.
The Christy Co., Fremont, Ohio.

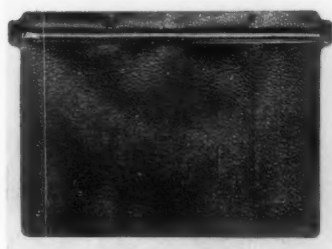


▲ A STOCK YIELD SLIDE RULE instantly computes percentage of return on
securities. Can be imprinted with your company title. Without imprint, \$1 each.
Village Green Sales Co., P.O. Box 567, Westfield, N. J.

SALES MANAGEMENT



▲ **LETTER OPENERS IN THE SHAPE** of Spanish swords make unusual business gifts. Heavily plated in gold measuring 6" in length, the opener features two attractively styled handles. \$2.50. The Bombay Shop, Box 224, Nutley, N. J.



▲ **THE LATEST** in handy portfolios is a black bison vinyl version with a reinforced metal zipper for durability. Of legal size, it has been developed to retail for 49¢. Ever-Lite Co., 18 West 21st St., New York, N. Y.

The gift that knows no season



Every case stamped here with your name or message

CONGRESS PLAYING CARDS

A welcome inexpensive gift any time! Congress Playing Cards have appeal for your customer, his wife, his entire family. They are the choice of those who know quality.

You can order them with your name or message hot-stamped in gold on every case . . . a year-

round useful reminder of your company to your customer.

♥ 24 handsome pairs of card designs to choose from ♦ Suede-paper-covered cases in your choice of 6 colors ♦ Minimum order: 72 two-packs or 144 single packs ♦ Deadline for Christmas orders is November 1.

For complete information, mail coupon to: Department SM,
The United States Playing Card Co., Cincinnati 12, Ohio

Name _____ Title _____
Firm _____
Address _____
City _____ State _____

NEW

A Really Practical Prestige Gift For
Executives and Professionals!

NOT A NOVELTY

PRECISION BUILT! PEN LITE PEN

Tested in use and proven practical by
EXECUTIVES, DOCTORS, NURSES, PI-
LOTS, STEWARDESSES, SALESMEN.

Needed by anyone who has occasion
to write in the dark.



Simply use as an ordinary pen or when
required turn the switch and a light
appears to light the writing surface —
no other light needed to write clearly,
legibly. Perfect for bedside table.

Pen Lite Pen also provides sufficient
light for door locks, reading or anywhere
a small, dependable source of light is
required.

Long life battery will not leak or bulge.
Handsome gold-anodized metal, \$9.90
each post paid. Sales Tax included.

PEN LITE COMPANY

332 So. Michigan Ave.,
Chicago 4, Ill.



GIFT GALLERY

. . . Modest

(Continued)

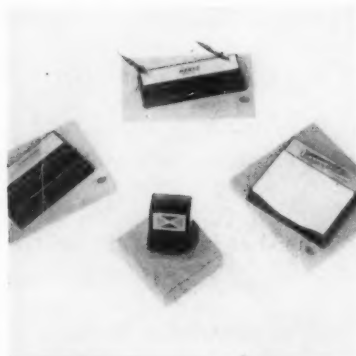


▲ HANDSOME KEYCASE means practicality plus! Includes
pocket knife, bottle opener, screw driver, and nail file—all
built in. Genuine top-grain cowhide case in choice of colors,
with removable key hooks. From \$2.30. W. E. Bassett Co.,
Derby, Conn.

◀ A BI-METALLIC THERMOMETER and humidity indicator combination delivers a "comfort gauge" for the home or office. Rubbed gunstock walnut against gold-plated plastic. Under \$2. The Vernon Co., Newton, Iowa.



▲ A PRACTICAL business gift is often the most remembered. This stapler is a 4-in-1 tool: stapler, tacker, stapling plier, and staple remover. In beige, grey, green, black. From \$1.65 according to model and quantity. Bostitch, Inc., 2026 Briggs Drive, East Greenwich, R. I.



▲ "EXECUGLASS" CREATIONS carry good will and an advertising message to the recipient. All colors of imprinting are applicable. Prices start at \$1.10. Houze Glass Corp., Point Marion, Pa.

NEW GOURMET GIFT PACK

SEVEN VARIETIES OF THE PICKLER'S ART . . .

- PETITE SWEET PICKLES
- SWEET RINGLETS
- DILL RINGLETS
- GOURMET RELISH
- SMALL GIBSON ONIONS
- SWEET CAULIFLOWER HEARTS
- SELECT MIX . . . Cauliflower, onions and pickles . . . for those who want to GIVE the finest at moderate cost!

Seasoned with the finest rare spices from the Orient, no expense or effort has been spared in bringing to you an assortment of these fine foods at their tastiest best. Their delightful flavor and aroma will be remembered long after the contents of this pack has been consumed.

THESE ITEMS ARE PACKED IN FULL 10 OUNCE STORE SIZE JARS, NOT IN THE CUSTOMARY SMALL SAMPLE SIZE JARS.

In selecting the appropriate gift, invariably the thought arises — just how will this item be accepted by the person receiving it? When you select a food gift, you eliminate at least much of this doubt, as the food gift is taken home where the entire family participates in its consumption.

We know that the family receiving a Gourmet Gift Pack will enjoy this taste treat, and deeply appreciate your kind thoughtfulness.

We invite you to test the accuracy of our prediction, today —

Order one sample Gourmet Gift Pack at **\$4.95** sample price plus transportation cost — take it home and see what happens. Ten to one, you'll be back for more.

The year-around gift: For Christmas Birthdays, Anniversaries, Employees — give THE GOURMET GIFT PACK. We'll drop-ship an orders for 12 or more units.

GENERAL PRODUCTS COMPANY DEPT. 5-100

9875 OMEGA DRIVE • ST. LOUIS 36, MISSOURI

DISTINCTIVE REMEMBRANCE GIFTS

for customers
special accounts • associates
stockholders • employees

Gifts which are intended to enhance the beauty of the kitchen, that are functional and that make the homemaker's life a little easier are appreciated most and the memory lasts for a long, long time.

Choose from our smart selection of quality aluminum cookware of fresh, new designs in bright polished aluminum or anodized finishes.

You will want a copy of our new catalog. There are literally hundreds of Enterprise quality aluminum items appropriate for your special needs. Small and large automatic coffeemakers; Fashion Chef and Star-Lume Cookware Sets; Party Utensils; unusual Utility items which carry a strong gift impact.

Use coupon below:



NEW 12-CUP AUTOMATIC PERCOLATOR, with personalized taste control. Tempers the brew to individual taste preference. Brews coffee just right every brew, every time. Current switches to low heat, keeps coffee hot until served. High polished aluminum. Graduated for 4, 6, 8, 10 and 12 five-oz. cups. 6-ft. detachable cord. Operates on 110-120 AC only. U.L. approved. Individually packed in mailing carton.

The Enterprise Aluminum Co. • 257 Oberlin Rd. • Massillon, O.
Please send me your suggestions for Christmas Gifts. I understand there is no obligation.

Name _____
Company _____
Address _____
City _____ Zone _____ State _____

The ENTERPRISE ALUMINUM CO.
257 Oberlin Rd.
Massillon, Ohio

Send A Man's Gift by Thermo-Serv®



Elegance in double-wall insulated serving ware! This beautiful and unique insulated ware is a gift that will be remembered and used for years. Whether you're looking for a gift that is strictly for the "Man of the House," or want an "All Family Gift," there's a THERMO-SERV set that's sure to please.



No marred furniture—no more diluted drinks with THERMO-SERV double wall insulated tumblers. Beautifully gift packaged for gracious giving.



New! Double-wall insulated cups. Keep drinks "piping hot" to the very last drop—also "mighty nice with ice" for drinks that taste best when served "icy cold."

For information on the complete THERMO-SERV line of insulated serving ware, write to

N. F. C. Engineering Co.
Box 712, Anoka, Minnesota

CHECK LIST for Business Givers

Is your gift list up to date? Revising last year's list is so obvious a precaution that it's often overlooked. But "Miss Smith" may be "Mrs. Jones" now. "Manager Brown" may have become "Vice President Brown" and companies move headquarters, merge, change names.

Did you select top quality in the chosen price bracket? For example, the deluxe 1-lb. assortment is far better than the plain 2-lb. size—though costs may be almost the same.

Can you add an individual touch with initials or names of recipients, or with a personally signed enclosure? Salesmen should be able to provide facts on tastes and hobbies of recipients to aid in sending "just what I wanted."

Have you budgeted for special wrapping? Gay packages cost little per unit, create a good first impression that lingers a long time and pays long-term dividends in good will.

Are your mailings scheduled to beat the holiday rush? Lost, delayed, damaged packages are avoided by early delivery dates. This takes planning, yet is highly important, say the experts. Have you considered sending gifts to the home instead of the office? Home addresses are more difficult to compile, but:

- Recipients won't have to carry packages home.
- Fellow employees won't know if they have been overlooked or passed by intentionally.
- Grading of gifts is easier because comparisons in the office are avoided.
- Gifts that would be warmly welcomed at home might be declined at the office.

Could you use year-round presents, such as magazine or Of-the-Month club subscriptions? They afford more chances to gain good will.

Do you want to stand out from the crowd? Try sending gifts at Thanksgiving, Easter, birthdays. A remembrance on a man's birthday or his wedding anniversary is a surprise he'll cherish. His secretary, or associates, can tell you the date.

Great to give... grand to get!

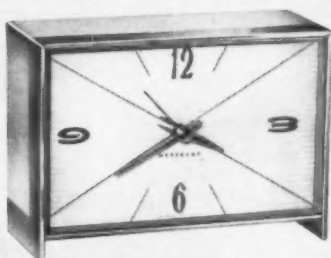
For favorite customers and clients, Westclox timepieces tick—as the perfect gift. They radiate quality, yet they're moderately priced. This year, make a present of time — Westclox time.



VARIETY. New electric wall clock. Harmonizes with any decor. Mounts flush on wall or stands alone. 9" square. Easy to read dial. Raised gold color numerals. Black or brown. **\$9.98** retail*

THE NEW **WESTCLOX**® BEST CLOCKS ANYWHERE

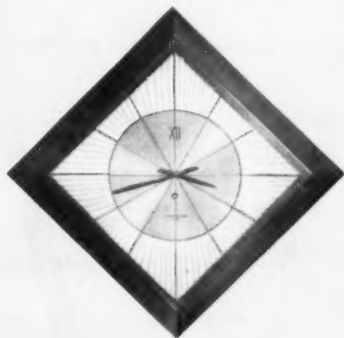
WORLD'S LARGEST MAKER OF WATCHES AND CLOCKS ■ DIVISION OF GENERAL TIME CORPORATION, LA SALLE, ILLINOIS



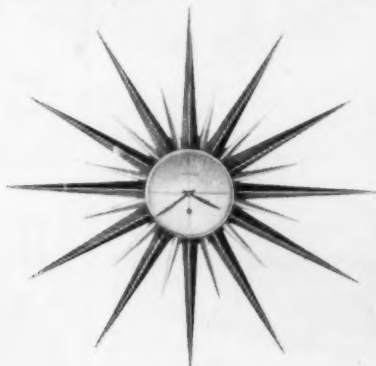
ISOTRON. Superb design. Solid brass case. Brushed silver dial. Sweep second hand. Never needs winding . . . operates for months off standard flashlight battery. **\$34.50** retail*.



ASPEN. Beautifully styled. Raised gold color numerals, shatterproof crystal. Sweep second hand. Luminous. Case in beige or seaspray green. **\$7.98** retail*.



EMBERS. Wall clock of distinction. Golden spun dial on crisp white background framed in rich mahogany. 19" from tip to tip. Cordless electric **\$34.50** retail. 8-day keywound **\$29.95** retail*.



GRANBY. Bright new modern wall clock. Contrasting black and brass metal spokes harmonize with most decorating schemes. 26" diameter. Brass finish dial. 8-day keywound. **\$19.95** retail*.

*all clocks subject to tax.

For More Complete Information on these and all Westclox Watches and Clocks, Write to Westclox Premium Dept., La Salle, Illinois. Please send all information to:

NAME _____
FIRM NAME _____
ADDRESS _____
CITY _____ STATE _____

Welcomed New Approach

for your Holiday gift program

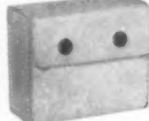


visor first aid kit

for cars, planes, boats, puts first aid equipment on the visor where you see it when you need it. Contains complete assortment of bandages, antiseptic and burn compounds, and other essential items for emergency first aid (30 items). Red vinyl case has transparent pockets and zipper closure.

sportsman's combination... first aid and snake bite kits in leather case

First Aid Pocket Packet (top) includes 12 items... bandages, antiseptic and burn compounds, ammonia inhalants. MSCO Saunders' Snake Bite Kit (center) provides everything needed for emergency snake bite first aid by latest medically approved methods. Top-grain natural cowhide, saddle-stitched case with belt loops holds both kits. (First Aid Pocket Packet or Snake Bite Kit may be purchased separately.)



executives' first aid kit

Contains complete assortment of bandages, antiseptic and burn compounds, ammonia inhalants, aspirin (24 items)... in handsome seal-brown desk case.

All of above items can be imprinted with your company name. Write or wire today for further details and prices. State quantities under consideration please.



Medical Supply Company
SPECIALISTS IN FIRST AID
Dept. DF1, Rockford, Illinois



Business Gift Survey

Continued from page 23

proved itself over the years, 62% believe in a yearly change. Supporting this majority, an executive of a Midwest industrial firm comments, "We try to have something different each time with the emphasis on using the item now. We recently gave small, high-quality lighters already filled with fluid. Carrying out the 'use now' theme, we've also given phone indexes to be fastened beneath the phone, ball-point pen sets and ash trays.

The sales manager of a Pennsylvania industrial company says, "We find a relatively inexpensive desk calendar and card to be the most effective. It can be given to any of the customer's employees who might know our salesman and we avoid making anyone unhappy because he was overlooked. It seems to us that where several people influence the purchase, we might do more harm than good with an expensive gift that would, of neces-

sity, be limited to one or two people in the customer's organization."

In recent years, the use of business gift programs where local charities are the recipient in the name of the customer have enjoyed a modest growth. Writes a Midwest executive: "Several firms in my area have given to local hospitals or universities in behalf of their customers. This type of thing should be encouraged rather than the knick-knack kind of gift."

Not as enthusiastic, a Waterbury, Conn., vice president says, "We're finding an increasing number of customers dissatisfied with the charity deal. We may soon discontinue it."

A marketer from a Texas industrial firm has found that "the most compliments we ever received came as a result of giving matched gifts from year to year. One year it might be serving trays; the next, salad bowls of the same material and then, perhaps, mixing bowls.

THE NEWEST AND MOST UNIQUE AD SPECIALTY IN THE FIELD!

TRI-LINE

"Signa-Matic"

PENS

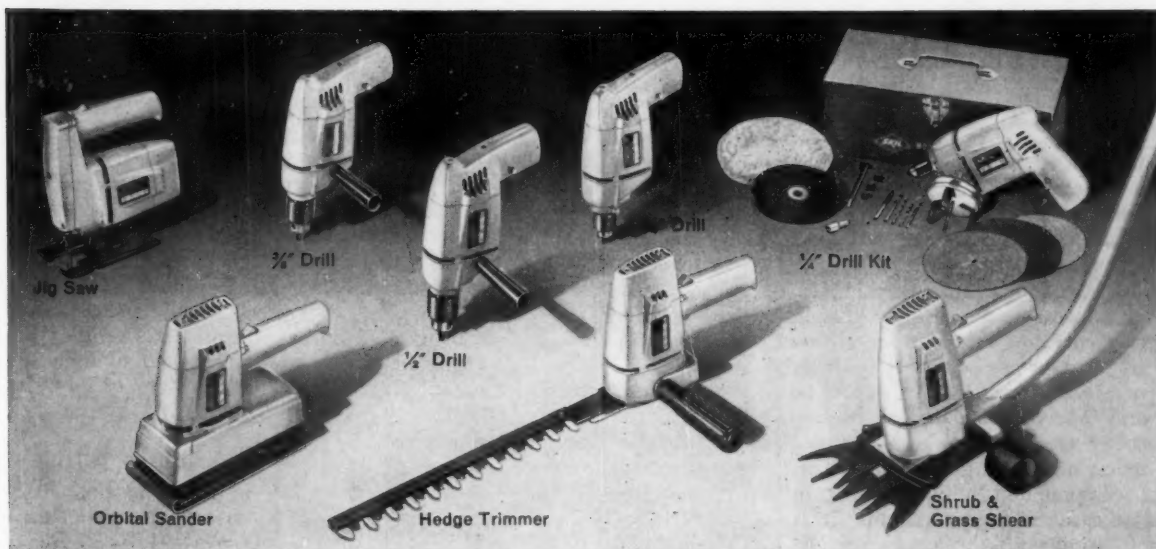
A specially designed pocket clip handsomely displays molded raised lettering and/or trade mark or corporation symbols. The "Signa-Matic" carries a Hartley fine line all metal refill. Designed primarily as an advertising specialty, its uniqueness also makes it a perfect sales or premium item.

Tridel Co.
Dept. S, 20 West 21st St.
New York 10, N.Y.

WRITE FOR PRICES AND FURTHER INFORMATION

SALES MANAGEMENT

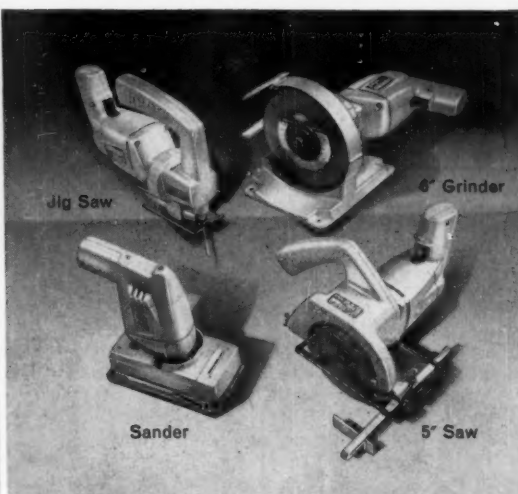
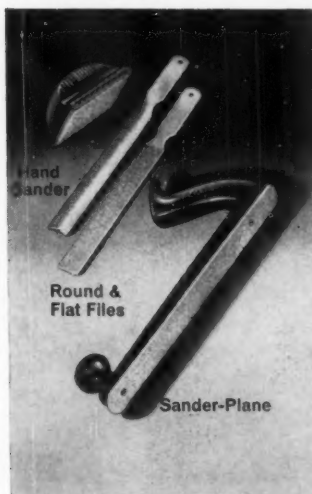
MATCHED DESIGN TOOLS \$18.95 to \$39.95



HAND TOOLS \$1.50 to \$3.50

DRILL ATTACHMENTS \$16.95 to \$19.95

SAWS \$39.95 to \$59.95



New Skil gifts for men \$150^{Retail} to \$59.95^{Retail}

...designed for sales incentives, dealer loading, promotions too!

You won't find 19 business gift ideas anywhere that'll go over bigger with men (or their families) than these fine Skil tools.

They have a higher level of interest with men than almost any other product you can name. And the word SKIL on the nameplate registers immediately with anyone as the ultimate in quality drills, saws, sanders, drill kits and electric garden tools.

What's more, your customers see these tools again and again in Look Magazine, Saturday Evening Post and newspapers in every major market. Interested? Mail coupon right away!

SKIL
POWER TOOLS

MAIL COUPON TODAY

Skil Corporation
5033 Elston Avenue
Chicago 30, Illinois

Please send me free copy of Skil Premium Catalog No. 507 I



Name _____ Position _____
Company _____
Address _____
City _____ Zone _____ State _____

This leaves the impression that we are interested in the account on a continuing basis."

"The gift should be tailored to the individual," comments a Detroit sales director. "For example, giving golf balls to a non-golfer is money wasted, and giving liquor to a non-drinker might actually cost future business. We encourage our salesmen to schedule a special lunch date with good customers during the holiday season."

A St. Louis manufacturer agrees: "It's becoming increasingly difficult to justify any one gift for all accounts. Our accounts vary in dollar purchases from \$1,000 to \$200,000 and it is embarrassing to the account as well as to our company unless a suitable gift is found. This is compounded by the fact that, in the case of many accounts, it is often impossible to justify any gift at all on the basis of volume sold."

At odds with this viewpoint is the market development manager of a leading steel company. "We found customers in adjacent territories somewhat displeased with gifts of greatly varying value. Be-

cause of this we've standardized on Christmas gifts—the same from president on down—and we've been very pleased with the result."

A West Coast sales manager tells what he feels is necessary to get maximum mileage from a business gift program: "The gift must be unique and not readily available elsewhere. It must be a display item, a conversation piece—preferably something for the living room or kitchen. It should look more expensive than it really is and should be something the customer has never seen and would probably not buy himself. Finally, the gift should contain no advertising: it cheapens the gift."

To the question, "Did you have one or more sales contests last year with merchandise prizes?" only 26% answered "yes." The large majority, 74%, had none. (The use of incentive merchandise is treated in greater detail elsewhere in this issue.)

"At Christmas," continued the questionnaire, "did you present gifts to employees not including cash?" On the "yeses," which accounted for 37%, food items—paced

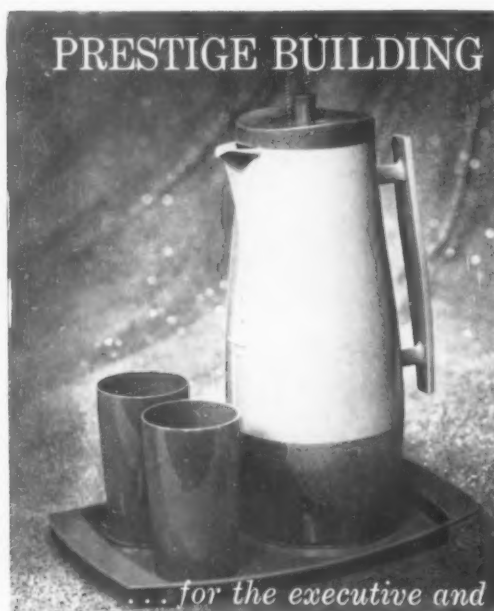
by turkeys and hams—led in popularity. Also high on the lists were food assortments, fruits, candies, cheeses, and fruitcakes. Scoring significant increases were gift certificates and the select-your-own-gift catalogs. In addition, electrical appliances and radios made substantial gains in popularity.

For sheer innovation, one company even raffled off incoming gifts; another gave each associate a share of its preferred stock. A half-dozen companies gave to the children of employees rather than to the employees themselves. Another firm presented the wives of male employees with a billfold—hubby receiving little more than a smile.

Who Sends the Gift?

In answer to the question, "Were the gifts sent out under the name of the company, an officer or a salesman?" 86% of the respondents say they use the company banner. In only 22% of the cases does a company officer take official credit, while 31% say the salesman's name accompanies each gift.

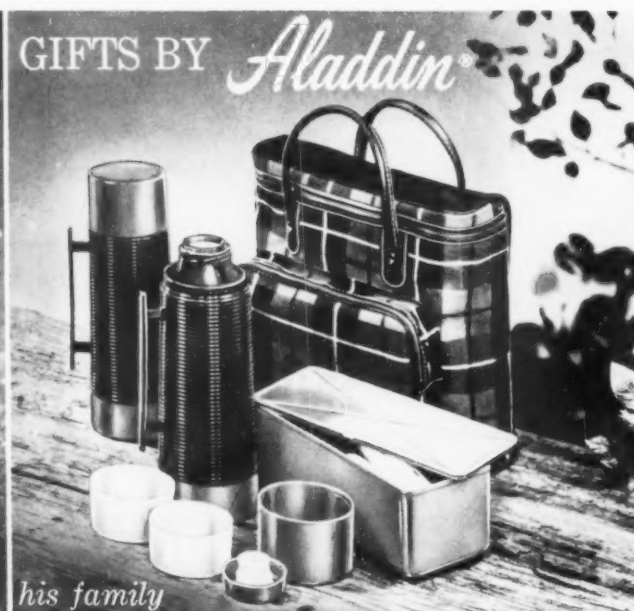
Fully 65% of respondents leave



BEVERAGE BUTLER*

VACUUM PITCHER, TRAY & TUMBLERS

Keeps beverages hot or cold for hours . . . Without heat or ice. For the office or home. Attractive two-tone colors: Desert Tan & Beige; Surf Green & White; Jonquil Yellow & White; Charcoal & White. Compartmentalized tray. Full Quart capacity. Ensemble complete, only \$8.50.



America's most wanted OUTING KITS

Featuring the best designed, best-built vacuum bottle: Aladdin's DURA-CLAD*. Bottle has virtually indestructible jacket, molded-on handle, nested cups. Choice of one or two bottle kits, with roomy snack box, Red Plaid or Saddle Tan vinyl cases.

TWO BOTTLE KIT, Red Plaid Case, Sandwich Box: Only \$14.50. Other styles from \$6.95 to \$18.00.

through distributors everywhere, or inquire: ALADDIN INDUSTRIES, INC., NASHVILLE, TENNESSEE

*T.M.

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NEWTON, N. J.

Yes — you *can* take it with you. To meetings, on office calls, to job sites, into libraries, aboard planes and trains — *anywhere!* The amazing Anken Attaché makes all the crisp, sharp photocopies you need of reference data, literature, lists, blueprints, charts — anything printed, written, drawn, typed, photographed! And it makes them on the spot right where and when you need them! And if copying from books is a regular must, there's a model that does that, too — without damaging pages or binding. There's much more to tell. Use the coupon to get the full story. Do it now!

LIGHTWEIGHT! Tote it anywhere — only 12½ lbs.
HANDSOME! Natural luggage finish — in brown.
COMPACT! Just 17½" x 12¾" x 4¾".

MAIL COUPON NOW!

Anken Chemical and Film Corporation, Newton, N. J.
I like the idea of the Anken Attaché. Tell me more!
☐ Send me literature ☐ Set up demonstration

Name

Company Phone

Address

City Zone State

SM

the choice of recipients to the salesman, but as to actual selection of gifts, one man had this to say: "We found that things became confused when each salesman chose his own gifts. He not only had to spend time searching for a gift, but also had to spend time mailing or delivering it."

Identification

Undoubtedly, identification is one of the toughest problems encountered by the business gift giver. The SM survey asked how the donor insures that the recipient realizes the source of the gift—especially during the hectic Christmas season. Out of over 500 answers, 76 companies say they imprint the gift with the company name. The company card is enclosed by 149 firms, while 42 send along the salesman's card. Thirty-six use greeting cards and 34 write personal notes to enclose with the gifts.

Quite a few companies take no chances and present the gift in person—57 on the SM survey. Thirteen

give their own products with an identifying label and six rely for identification on the fact that they've been sending the same gift for years. An unusual item or eye-catching package, say 27 companies, causes the recipient to pause and reflect on its source. Thirteen firms send a separate letter advising of delivery of the gift—apparently enough warning to insure identification once the gift is opened. Six marketers who don't trust to luck ask for confirmation of delivery. Only seven companies engrave gifts with personalized initials; company trade-marks identify gifts from an equal number. Seven more depend upon self-selection from gift catalogs. Tie-ins with the company product provide recognition for eight companies and ten others send the gift to the home for lasting family use.

Three companies have discovered that continuity can provide identification: they send annual gifts, each one a part of a series. Four send their gifts early in order to beat the rush; two send them late for the same reason.

Throwing themselves on the mercy of the recipient, three companies admit that all they do is "hope" he will realize the source of the gift.

When They Give . . .

The occasion for gift giving isn't always Christmas. Five percent of the respondents give gifts or awards on the birthdays of customers or employees, while 3% prefer anniversaries. Thanksgiving and Easter account for presentations made by 4%. For round-the-year giving, the most significant increase was in the area of long-service awards to employees. Fully 20% said they provide awards and/or gifts for this hard-earned distinction.

Replies a West Coast executive, "We much prefer a salesman's presenting some thoughtful gift on an occasion other than during the usual holiday periods. For example: a birthday gift of a new book covering an area of special interest to the recipient—or an item of tableware for a customer who may have had the salesman home to dinner."

BOOKS AS *Premiums* • BOOKS AS *Gifts*

From a publisher famous for sports books,
art books, self-help books, pictorial histories, etc. etc.

FOR PREMIUMS

During 125 years of active book publishing, A. S. Barnes & Company has developed an extraordinary list of sports books which can be tailored to your own premium needs, from prices as low as 3¢ a unit up to \$30.00 a unit. For instance, a famous distributor of bowling supplies recently ordered several million copies of a bowling manual, attractively designed and produced by Barnes. GENERAL MOTORS, GILLETTE SAFETY RAZOR, AMERICAN SAFETY RAZOR, BAYUK CIGARS and other promotion-minded companies have used the Barnes premium services to create goodwill. Send for free brochure today to learn more—without obligation—about how Barnes can solve your premium problems.

Complete fulfillment facilities. Write today.



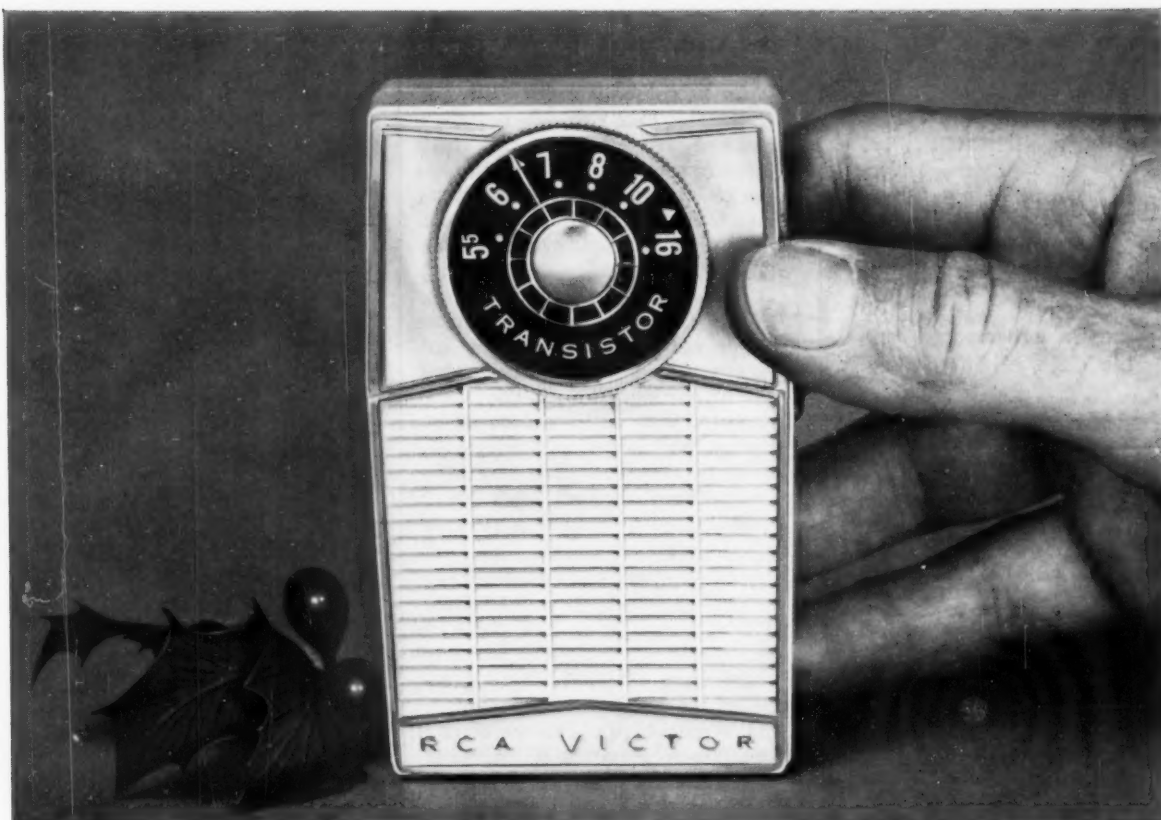
FOR GIFTS

From its huge list of luxury books on all subjects, Barnes will help you to select the ones that are exactly right for Christmas gifts! Here are just a few examples:

Ask about the quantity discounts available to you for such outstanding gift books as PICTORIAL HISTORY OF AMERICAN PRESIDENTS, THE ENCYCLOPEDIA OF BASEBALL, THE COMPLETE GUIDE TO GARDEN FLOWERS—books in every field from golf, fishing and boating to the Civil War, travel and the worlds of art and music. Quantity discounts, attractive prices.

Ask your Secretary to write TODAY and get full details of the exclusive Barnes premium-gift service.

A. S. BARNES & COMPANY, 11 East 36th Street, New York 16, N. Y.



Powerful little portable . . . shown actual size. The "Nugget" RCA Victor's pocketable transistor radio with improved fidelity "High T" circuit, long-life battery, non-breakable "Impac" case in choice of four colors.

RCA VICTOR suggests:

Give "The Gift That Keeps On Giving"!

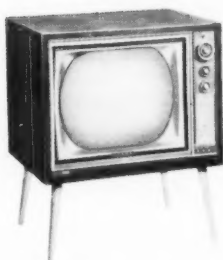


For information and prices, write:
RCA Sales Corp. Incentive Sales,
Bldg. 6-2, 600 N. Sherman Drive,
Indianapolis, Indiana — TMK(s)[®]



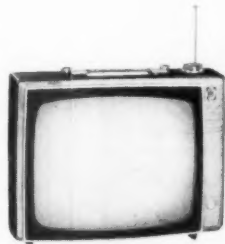
The Most Trusted Name in Electronics

RADIO CORPORATION OF AMERICA



RCA Victor Color TV
with new High-Fidelity
Picture Tube!

You have to see it to believe it! Up to 50% brighter color picture, vastly improved black-and-white picture, plus the tremendous pulling power of the remarkable New Vista tuner. Most memorable way to say "Merry Christmas."



RCA Victor Trimette—
Engineered for the Clearest,
Steadiest Portable Picture!

Super-sensitive New Vista tuner gives you picture power equal to many consoles . . . a clearer, steadier picture from many hard-to-get stations. The Trimette, with 19" (overall diag.) full-picture tube. An unforgettable gift.



RCA Victor Stereo Console
— Beautifully Crafted,
Budget Priced!

Total-Sound speaker system gives stereophonic realism at a monophonic price. Dual channel amplifiers reproduce sound exactly. The quality-crafted Mark XVIII in mahogany veneers and selected hardwoods. Impressive . . . inexpensive.



RCA Victor Total-Sound Stereo in an Amazingly Compact Portable!

Now! Breath-taking stereo realism in a distinctive portable record player. The lightweight Mark 36 with powerful dual amplifiers; 6½" bass; two 4" Duo-Cone speakers; dual sapphire styli. A gift that goes anywhere.

You will find it quicker . . .

by using the special index at the end of the book. It covers, under the proper product classification, every item appearing in the advertisements and the editorial Gift Gallery.

SUPERB GIFTS BY PRINCE GARDNER® and PRINCESS GARDNER®

Prince Gardner and Princess Gardner need no introduction to those who know fine leather goods. Incomparable craftsmanship, and high regard for perfection in every detail are the qualities that are fashioned into each creation bearing the famous name of PRINCE GARDNER. Whether as customer or employee gifts, you are certain to find the ideal gift for that special occasion from the following personal items priced from \$2.00 to \$25.00.



Registrar Billfolds • "Continental" French Purses • Pocket Secretaries • "Continental" Clutch Purses • Key Gards • Cigarette Cases . . .

Send for free beautifully illustrated catalog with prices. We include PRINCE GARDNER Industrial Quantity Discounts schedule based on dollar volume purchased. This year, select an item that you can proudly give . . . Make it a PRINCE GARDNER YEAR!

GENERAL PRODUCTS CO.
9875 OMEGA DRIVE
ST. LOUIS 36, MISSOURI

Please send Prince Gardner Gift Catalog and prices.

Company: _____

Address: _____

Attn: _____
Dept. S-100 Title _____

A sales manager for an engineering firm adds, "For the past several years we've avoided gift giving at Christmas. Our rules do permit a nominal remembrance at other times of the year, but with no particular pattern. We urge our salesmen to do things with the customer in the line of sports events, fishing trips and the like."

Swinging to policies, the survey asked, "Does your company permit employees to accept holiday remembrances of reasonable value from your suppliers?" The large majority, 76%, said "yes," only 24% saying "no."

The Pros and Cons

Respondents were asked how many of their companies had received requests from customers not to send gifts to their people. Only 23% indicated they had received many such requests. The majority—62%—said a few had been received, certainly no indictment of the business gift. The remaining small percentage said no such notices had been received.

Hitting hard at Christmas gift

NEW ALMOND GIFT CATALOG NOW READY FOR EXECUTIVES!



Sent free on request

Twelve illustrated pages with fourteen ways to say "thank you" to business associates and friends!

All in good taste—for these gifts are the crispest, freshest almonds from California... BLUE DIAMOND Almonds: popular Smokehouse Cocktail, tempting French Fried, versatile Blanched Salted and other favorite almonds... shown in their bright new packages and priced from \$3.00 to \$6.75.

We wrap and mail them, along with your card, prepaid throughout U. S. But hurry! Get free catalog now. Write the world's largest packer of almonds: CALIFORNIA ALMOND GROWERS EXCHANGE, P.O. Box 1768, Sacramento, California.



FOR YOUR SPECIAL
BUSINESS FRIENDS

Bon Vivant
COCKTAIL BLENDER

With the beautiful Bon Vivant, hosts DIAL each cocktail to taste! Just set cover dial—anywhere between "Regular" and "Straight"—then pour.

Serves entire party...every drink as strong or gentle as ordered. Amazes! Delights!

Handblown crystal. Wrapped like a jewel.

Ask your gift salesman for Bon Vivant models and quantity prices. Or just drop us a quick note.

Research to Reality, Inc.
3611 CASS AVENUE • DETROIT 1, MICH.

FULL DETAILS . . .

. . . on quantity orders, special services, samples will be gladly supplied by advertisers. When you write to them just mention Sales Management's Business Gift Issue.

THE *Compleat* GENTLEMEN



and how you can
select his
COMPLEAT Gift

Now with minimal shopping time and effort and at maximum saving in money, a complete Gift and Boutique collection for men featuring:

- an exclusive, comprehensive group of unusual items with a masculine accent . . .

- low, genuine wholesale prices (between 40%-50% discount off fair traded department store prices).

VISIT OUR SHOWROOM and SEND for our free handsome catalogue and full details of our gift program today.

Please use your company letterhead.

GLOBE NOVELTY HOUSE, INC.

Department SM

1160 Broadway, New York 1, N. Y.

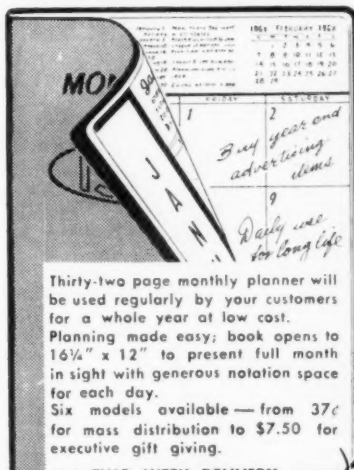
**You will
find it quicker . . .**

By using the special index at the end of the book. It covers, under the proper product classification, every item appearing in the advertisements and the editorial Gift Gallery.

giving, the executive officer for an Eastern chemical company says, "It's bad for many reasons. You start it and it becomes difficult to stop even though the original reason for giving no longer exists. If you fail to personalize the gift—and if it's a large gift list, you can't—you lose out on identification. You run into 'expected return' feelings which damage the true Christmas feeling. In our company, if we feel motivated to say 'thank you' to someone, we do it with a magazine subscription or other gift of similar value at the time it seems necessary during the year.

In rebuttal, the president of a large West Coast cosmetics and pharmaceuticals distributing company says, "Properly handled, the yearly exchange of gifts at Christmastime is a delightful and—if you will—practical custom. This custom can and should be utilized as the most sincere method available to say 'thank you, my friend, we are thinking of you.' The number of corporations handling this situation with intelligence and good taste far exceeds the lunatics who hys-

GAIN CUSTOMER PREFERENCE with your ADVERTISEMENT HERE



Thirty-two page monthly planner will be used regularly by your customers for a whole year at low cost. Planning made easy; book opens to 16 1/2" x 12" to present full month in sight with generous notation space for each day. Six models available—from 37¢ for mass distribution to \$7.50 for executive gift giving.

TWO WEEK DELIVERY

FREE Sample to the first 50 executives who request on company letterhead; for additional information on how this can be programmed to help you, contact



Keith Clark, Inc.

Phone LOwell 3-7201 • SIDNEY, N. Y.

Also manufacturers of all types of executive desk calendars, 15-minute appointment books and diaries.



**Family
Coats of
Arms**

Authentic family crests, beautifully engraved on Jewelry; screened in heraldic colors on Tile or Parchment; or hand painted on smart Dacron Ties. A most complimentary and personal business gift; available for the following names:

Adams	Cole	Grant	MacDonald	Radford
Alexander	Collins	Graves	MacDougall	Randolph
Allen	Cooke	Gray	MacEvoy	Reade
Anderson	Crosby	Greaves	MacGregor	Richards
Andrews	Cunningham	Greene	MacIvaine	Ridgely
Armstrong	Curtis	Grosvenor	MacKenzie	Roberts
Arnold	Daly	Hall	MacLean	Robertson
Baker	Davidson	Hamilton	MacLeod	Rogers
Baldwin	Davis	Harper	MacManus	Russell
Ball	Delany	Harrington	MacNair	Ryan
Barnes	Denison	Harrison	Martin	Schaeffer
Barrett	Douglas	Hawkins	Mason	Scott
Barlow	Duffy	Healy	McCabe	Small
Beebe	Dugan	Henderson	McCahill	Smith
Bell	Dunn	Herrman	McCarthy	Stevens
Bennett	Early	Hewlett	McFadden	Stuart
Bigelow	Eaton	Hill	Merritt	Sullivan
Blake	Edwards	Hilton	Miller	Thomas
Bliss	Elliott	Holmes	Mosley	Thompson
Boyd	Emerson	Holt	Moore	Townsend
Brady	English	Hopkins	Morgan	Turner
Brennan	Evans	Howard	Morris	Wallace
Brewster	Falkner	Howell	Morrison	Walsh
Brooks	Fassett	Hubbard	Mosley	Warner
Brown	Field	Hughes	Murphy	Warren
Buckley	Fisher	Humphrey	Murray	Watkins
Burke	Fitzpatrick	Hunt	Nichols	Webster
Cameron	Flynn	Jackson	Nicholson	Wells
Campbell	Foster	Jenkins	O'Brien	West
Carpenter	Fowler	Johnson	O'Connor	White
Carr	Fraser	Jones	O'Hara	Wilbur
Carter	Fuller	Kane	Oliver	Wilcox
Case	Gale	Kavanagh	O'Neill	Williams
Chandler	Gardner	Kearney	Paine	Wilson
Chapman	Gibson	Keating	Peck	Winslow
Chase	Gifford	Kelly	Phelan	Wright
Clarke	Gilbert	King	Phelps	Young
Cleveland	Gillette	Knight	Porter	
Colbert	Gordon	Lewis	Price	
	Grady	Lynch	Quinn	

(A) PARCHMENT, 8 x 10", \$6.95. (B) TILE, 6 x 6", \$3.95. (C) PARCHMENT WITH OAK FRAME and glass, 10 x 12", \$9.95. (D) CUFF LINKS, \$5.95. (E) TIE BARS \$3.95. (F) KEY CHAIN \$3.95. (G) PIN \$3.95. (H) CHARM \$3.95. (K) DACRON TIES (Choice of black, charcoal, navy, maroon, brown or green) \$5.95. The jewelry is engraved, on a silver finish; and giftboxed. Other items listed are painted in color. Prices include tax and postage. Allow 10 days. Quantity prices quoted on request.

(FREE GIFT CATALOG)

the GAME ROOM

1538 Connecticut Ave., Washington 6, D. C.

What to Give?
See special index
of Gift Ideas—
page 185

terically compete with one another in lavishness because of their single-minded attempt to curry favor. The actions of this small minority are not to be condoned, but neither should their activities be allowed to cast a spell over the entire business community."

Zeroing in on over-all corporate feeling about the worth of corporate gift giving, the survey asked, "Please check the statement which comes closest to expressing your opinion on corporate gifts."

Fully 69% of the respondents checked the answer, "It is a relatively inexpensive way of saying the thank you we feel." The phrase selected by 19% was, "We do it because customers now expect it;" 7% checked, "Our customer gift program had great value to us." And 5% confessed that "we have to follow our chief competitors."

The business gift—whether given at Christmas or at another time during the year—is good public relations and a sound business practice, as indicated by the majority of our respondents. "But," cautions

the executive vice president of an industrial chemicals firm, "like anything else, it's simply a case of good judgment."

Double-Duty Gifts

Continued from page 25

city of tempting hors d'oeuvres, wieners and small steaks. The grill combined with an array of Wisconsin cheeses, is a gift with a lasting effect.

From hot to cold, an expanded polystyrene, 3-quart ice bucket carries your message from The Swiss Cheese Shop in Monroe, Wis. Also packed with cheese, the bucket invariably winds up in regular use, either as a bar accessory or as a necessary adjunct to the family picnic.

Certainly it is good strategy to plan a combination food-and-container gift promotion so that maximum exposure will be guaranteed the container after the food has been used. A Los Angeles gift man-

ufacturer, Mission Folk, has come up with a method for insuring this attention during the festive Christmas season. The product is a large, gaily colored, permanent Christmas wreath in which there are receptacles for holiday delicacies—ideal as a conversation piece during the high-traffic get-togethers so characteristic of the holidays. After the initial supply of candies and nuts has been exhausted, the recipient may re-fill and re-use the wreath.

The same company, with an eye to retaining precious identity for the sender, also packages a selection of delicious preserves in a miniature brass cart for use on the table. It will keep your image alive long after the mountain blackberries are only a pleasant memory.

Noble's popcorn won't be cooked in the recipient's pan at home. The gift package offered by Noble Popcorn Farms, Sac City, Iowa, comes complete with special popcorn salt, oil, measuring cups, serving sacks and a 3-quart popper: a handsome addition to the culinary equipment

NOW SEND LIQUOR GIFTS COAST-TO-COAST

Across thousands of miles . . . BEVERAGE GIFT SERVICE conveys your warmest sentiments in the most elegant and pleasing manner.

Distance is never a barrier . . . YOU can remember friends, and loved ones, customers and business associates with gracious, festive gifts of fine wines and liquors.

Whenever you are most anxious to please BEVERAGE GIFT SERVICE helps you create a truly memorable occasion! THE TRADITIONAL GIFT THAT NEVER FAILS TO PLEASE . . .

Following gift costs to you include payment to retailer, all handling and service charges, gift wrap, all local sales taxes. Here is a partial list of brands:

AMERICAN WHISKEY-BOND I. W. Harper \$ 8.95	Dewars "White Label" \$21.95 Regimental 3 Bottle Back	IMPORTED BRANDY & COGNAC Otard-3 Star \$ 9.58 Otard-VSOP 11.20 Otard Francois I 47.00 (Grand Fine Champagne Cognac) Remy Martin VSOP 10.98 Hennessy 3 Star 9.80	Cooks Imperial \$ 7.00
AMERICAN WHISKEY-STRAIGHT J. W. Dant 7.18 Old Crow 7.18 Hiram Walker DeLuxe 7.85	CANADIAN WHISKEY MacNaughton's 8.18 Canadian Club 8.65 Schenley OFC 8 Yr. 8.75 Seagram VO 8.75 Order of Merit 15 Yr. 10.95	IMPORTED CHAMPAGNE Lanson, 2 Bottle Holiday 19.80 Carton Lanson, Holiday Carton-6 13.70 Splits	LIQUEURS Cherry Heering (qt) 11.25 Cointreau-80Pr 8.50 Chartreuse, Green 12.65
AMERICAN WHISKEY-BLEND Four Roses 7.25 Schenley Reserve 7.10	IMPORTED GIN Beefeater 7.98		SPECIALTIES Harveys Bristol Cr. Sherry 9.10 Carlton House Cr. Sherry .. 6.49 Dubonnet Red Blond 5.25
SCOTCH WHISKEY Dewars "White Label" 8.95 MacKinley 8 Yr. Old 9.20 Lang's 8 Yr. Old 9.20	AMERICAN GIN Fleischmann's 6.25		

ORDER FORM

Gifts to these States only, may be charged to your Diners' Club Account.

California Mass.
Nevada Illinois
Minnesota Colorado
Louisiana New Mexico
Florida Missouri
Wisconsin Maryland
Nebraska Hawaii

All other States where liquor is sold payment is required with order.

QUANTITY	BRAND	BOTTLE COST
		@
		@
		@
		@
		@
		@
DELIVERY DATE	Total	

YOUR NAME _____
ADDRESS _____
CITY _____ ZONE _____ STATE _____
☐ CHARGE DINERS' CLUB ACCT. # _____
☐ CHECK OR M.O. ENCLOSED FOR \$ _____
MESSAGE OR SPECIAL OCCASION MENTION _____
SEND TO _____
ADDRESS _____
CITY _____ ZONE _____ STATE _____

BEVERAGE GIFT SERVICE 12542 SATICOY ST., NORTH HOLLYWOOD, CALIFORNIA

SALES MANAGEMENT

COOK'S

Imperial American Champagne

*When the moment is
magic the champagne
is Cook's. This
beautiful gift package
has everything but
the ice—ready for
giving or serving at
all festive occasions.
The most exacting
connoisseur will
welcome it.*



CALIFORNIA—"Urn of Fate" bearing gifts and coins was a joyful memory of Christmas in Spain to early settlers.

AMERICAN CHAMPAGNE

OTARD

Cognac Brandy Three Star ★★★

*From the Castle
of Cognac in the heart
of France's great Cognac
district comes this superb
Cognac brandy. Beautifully
packaged to give or
to serve to your most
exacting friends.*



FRANCE—A candle lit on Christmas Eve and burned to the socket, is assurance of wealth and happiness for the household throughout the coming year. OTARD COGNAC DE PRODU



PROVINCIAL FRANCE—strung from tree branches for sustenance for pilgrims.

OTARD

Cognac Brandy V.S.O.P.

Acclaimed as the King of Cognacs...regarded as one of the very greatest by the French and all the world...

Otard V.S.O.P. has been created and bottled in the historic Chateau de Cognac "Fondé en 1795." The mediaeval design on this unusual carton makes it an especially attractive gift.



FRANCE—A charming folk custom; nuts and fruit branches originally thought to provide for pilgrims on the way to the Holy Land.

IMPORTED OTARD COGNAC • V. S. O. P. 50 PROOF

OTARD

Francois I Brandy Grande Fine Champagne Cognac

This is truly a masterpiece of Cognac perfection, especially chosen from the rarest stores of Otard's most precious cognacs. The exquisite Baccarat crystal decanter is an authentic collector's item all by itself...an expensive (about \$45.00) but certainly an exciting and unusual gift.



ANCIENT FRANCE—During the Yuletide places of worship were adorned with tributes of fruit, signifying the gifts the Magi had bestowed.

OTARD FRANCOIS I BRAND • BACCARAT • 50 PROOF

ORDER OF MERIT

15 year old Imported Canadian whisky

Once bottled only for an exclusive clientele of Canadian executives, this is the ultimate in fine Canadian whisky—the standard by which all other Canadians must be measured. This magnificent threaded Gold flacon is protectively encased in a rich cloth bag and boxed in an attractive carton. You can give nothing finer.



CANADA—Plum Pudding—Anglo Saxon Christmas tradition originally called "Frumenty." Ring, tumbler, button and shilling were in pudding as token of good fortune.

CANADIAN WHISKY • 4 & BLEND 46.9 PROOF • 15 YR. OLD

Carlton House

A Spanish Treasure

For the connoisseur of fine wines Carlton House Cream Sherry ranks as one of the greatest cream sherries, representing centuries of Spanish excellence in wine making. During the holiday season it will be available in this rich-looking white and gold carton and will be a most welcome gift to any wine connoisseur.



SPAIN—There is a legend that Balthazar, one of the Three Wise Men, rides a donkey through the streets on Christmas Eve dispensing gifts and coins to the poor.

CREAM SHERRY

For Gracious Gift Giving

The world of Schenley Imports brings you an array of the most precious whis-kies, wines and liqueurs to suit your every gift-giving need. Select your holi-day gifts from this exciting, elegant collection of gift-wrapped holiday packages. Give glowing good cheer to friends, clients, customers. Enjoy the lux-ury of these fine products yourself. Now available at your favorite retail store.

If you wish to send liquor as a gift, coast to coast, be sure to read the Beverage Gift Service plan on the adjacent page, or write to them for further information.

*Keep
Christmas
Aglow
with
Schenley
Imports*

THE WORLD'S FINEST IMPORTS AND SPECIALTIES

Gifts of Distinction

For your holiday gift giving and Yuletide entertaining we have chosen from around the world the most outstanding selection of the finest Imported Liqueurs, precious Wines and Whiskies. Bring good cheer into your life and into the lives of your friends with the finest collection of Schenley Imports and Specialties to be found in the world.



• 12 •

CHERRY H

Cherry H
Liqueur D
Beautifully gi
removable
will be the
and distin



DENMARK - It is believed the gingerbread men originated in this country as a happy omen of the coming year.

HEERING
LIQUEUR

Denmark's Finest

World renowned
erry Heering, Denmark's
eur Delight since 1818.
lly gift packaged—with
vable name sleeve—this
be the most appreciated
distinctive gift on your
yuletide list.



the flat cakes we know as
ed in the Scandinavian coun-
the coming of St. Nicholas.

48 PROOF

"White Label"
DEWAR'S
SCOTCH WHISKY

Scotland's Finest

When your gift list
calls for a beautiful
and unusual gift,
select this handsome
regimental carton
containing three bottles
of world famous Dewar's
"White Label." It is
sure to please.



SCOTLAND—Flaming suet pudding, decorated with holly,
has been traditional Christmas fare in Scotland for two
and one half centuries.

50 & 60 PROOF BLENDED SCOTCH WHISKY

"White Label"
DEWAR'S
SCOTCH WHISKY

Dewar's never varies

"White Label" Dewar's Scotch,
one of the world's largest
selling scotches and a top favorite
in the United States features
the Highlander gift carton in the
traditional and colorful
regimental tartan.



SCOTLAND—Shortbreads serve to add piquancy to
"Hogmanay" celebration which ushers in Scottish New
Year.

50 & 60 PROOF BLENDED SCOTCH WHISKY

CHAMPAGNE

Lanson

Vintage luxury from France

*Two bottles of France's
finest vintage champagne...
since 1760...comes
packaged in this
exquisite holiday gift
carton. There is no
finer way to show your
appreciation than
with Lanson.*



NORMAN FRANCE—"La Poulette de Dieu," a wren carrying a holly branch in its beak, was looked for each Christmas—as the bird heralding Christ's birth. IMPORTED FROM FRANCE

CHAMPAGNE

Lanson

Sparkling and

*Only the French
create a gift of such o
—holiday packaged for p
and business gifts—this
French champagne f
200 year old firm of
Pere et Fils. The
carton of six
decorated with a
and the
heraldic e*



FRANCE—"Le Reveillon" (Reveille, to wake u
ditional supper in France symbolizing the
awakening that came with the Christ Child's

IMPORTED

son

and Festive

French could
such opulence
for personal
—this famous
agne from the
rm of Lanson
The colorful
of six splits is
with a chateau
and the Lanson
ldic emblem.



wake up), a tra-
ing the spiritual
child's birth.
IMPORTED FROM FRANCE

Dubonnet

There's a touch of Paris in every drop

There is nothing in the world like Dubonnet—along the boulevards of Paris and in most American homes you find fashionable people enjoying this world famous aperitif wine straight, on the rocks, or with soda. The gay Parisian design on the carton, and the flavor of Paris in the bottle, makes this a delightful gift to give or receive.



FRANCE—Three candles molded together at the base symbolize, for Frenchmen, the Three Wise Men who journeyed to Bethlehem with Gifts of the Magi.

APERITIF WINE

CANADIAN MacNAUGHTON

Imported Canadian

This "Gem of Imported Whiskies" is recommended for all connoisseurs of fine Canadian whisky. Every drop six years old in a beautiful gift carton (with removable name) topped with pine cones and ribbon.



CANADA—"Sinck Tuck," celebrated by Eskimos of the far north—a tradition older than Christmas. Villagers invite neighbors for feasting which lasts as long as provisions remain.

CANADIAN WHISKY • A BLEND • 66.6 PROOF

in the recipient's kitchen. The pan will outlive the popcorn, and so will your thoughtfulness in the minds of the happy families using the Noble popper. As the company says, "The gift that is different is the one most remembered."

The food gift combined with a useful — and re-usable — container provides the best kind of insurance a business gift can offer: insurance that your thoughtfulness is remembered by your customer for the longest possible time.

Sports Gifts

Continued from page 27

The choice of a sports gift is a good one for another reason: seldom does a gift arrive at the recipient's desk or home with a better pre-selling job behind it. In almost every product area, national consumer advertising continues its build-up of participation sports and the glamour and excitement of each. Golf and tennis equipment has jumped out at you from the pages of leading national magazines for years. AMF and Brunswick continue to promote bowling to the hilt. Rod and lure manufacturers spend many promotional dollars in cooperative efforts with their distributors and retail chains in order to sell the benefits of fishing.

Happily, the variety of equipment needed to pursue these activities is virtually endless. There are, for example, clubs, balls and bags for the golfer; rods, reels and lures for the fisherman; bows, arrows and quivers for the archer.

Prices are as varied as they might be in any other gift area. You can start with hunting knives and golf balls at prices under \$5 and move up to quality-priced hunting rifles, water skis and archery sets.

Most sporting equipment manufacturers have a feeling about their merchandise. It's different from the average gift item, say these sales-conscious marketers. Obviously, it's different because each sport is itself unusual: sometimes adventurous, often exciting and colorful, always stimulating. And each one generally recalls happy moments.

Seldom does the sports gift remain idle. It is used repeatedly . . . and each time you have a chance to be remembered.

GIFTS EVERYONE NEEDS & USES



TOOL SETS

Fleet specializes in Business Gifts—CHOOSE FROM WIDE SELECTION OF SETS WITH **NATIONALLY PROVED APPEAL!** Everything from 2-pc. Plier Set to big 36-pc. Combination Kit. For example, see the tremendously popular 21-pc. **ALL PURPOSE SET** above—with Basic Tools for fixing and adjusting Appliances, Motors, Autos, Bikes, Mowers, Plumbing, Furnaces, Radios, TV, 1001 jobs around home and garage. **ALSO FLEET KITS ARE IMPRESSIVE GIFTS**—the Top Quality, American Made Factory Guaranteed Tools sparkle like Gems in their sturdy Cardinal Red "Roll-up" Kits. And you get **ROCK BOTTOM PRICE** for use as Business Gift, Premium, Traffic Builder, Prize, Coupon Redemption, Incentive. **ASK FOR DETAILS TODAY . . .**

VINYL KIT ROLLS UP FOR COMPACT STORAGE



write **Fleet QUALITY TOOLS**

"Over Fifty Years' Leadership in Fine Tool Engineering"

**PENENS TOOL CORP.,
SCHILLER PARK, ILL.**

FINE PERSONALIZED GIFTS

New this year — The "Golden Spike" pen set or paperweight, engraved with your customer's name, and beautifully finished in gold or silverchrome.

Priced \$3.50 to \$6.75



BUSINESS CARD JEWELRY

Cuff links, Tie bar, Money clip, or Key chain — each an exact miniature engraving of your customer's business card, or signature. He will be pleased.

Priced \$3.85 to \$11.35



CARD-O-LINK CO.

JEWELRY DIVISION
109 West Hubbard Street
Chicago 10, Illinois

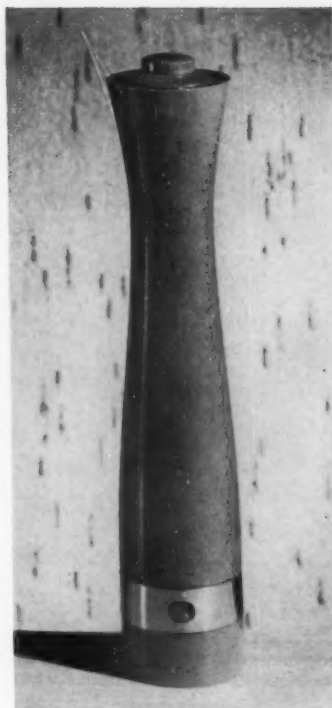


▲ AN EXPANDING FEATURE in the Prince Gardner polished cowhide Registrar billfold allows you to add up to 16 additional windows for a total of 24 to accommodate cards and photos. The billfold also includes a bill-divider with concealed money flap, duplicate key slots, stamp and ticket pocket, and extra card pocket. \$5. General Products Co., 9875 Omega Drive, St. Louis 36, Mo.



GIFT GALLERY

... Moderate — \$3 to \$10

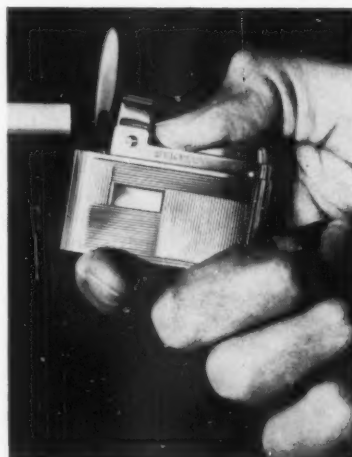


▲ BATTERY-OPERATED pepper mills are few and far between. This one will delight aspirant gourmets. 10" tall, with polished walnut finish and bright brass trim, the mill is fully automatic, with standard batteries. \$8.50. The Jompolo Co., 391 Eighth Ave., New York 1, N. Y.



◀ "JUST A THIMBLEFUL" jiggers—the latest way to measure your spirits. Made of sterling silver and featuring a gold-plated inner surface, the jigger is priced at \$7.50 including tax. Towle Manufacturing Co., Newburyport, Mass.

► AN AUTOMATIC BUTANE LIGHTER that fuels in seconds and provides months of lights. Featuring a "drop-in" butane refill, the flame is adjustable for cigarettes, pipes or cigars and carries a written guarantee for the life of the lighter. \$4.95. Bentley Lighter Corp., 15 West 38th St., New York 18, N. Y.



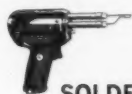
SALES MANAGEMENT

GIVE A MAN A GIFT HE'LL USE YEAR 'ROUND*

Weller® power tools



* Here are gifts any man will appreciate for hobbies, homecraft and household repairs. And he'll recognize their value by the Weller name advertised in Life, Post and leading homecraft magazines. Weller tools are also dependable in performance and guaranteed 1 year. Wire collect for literature and quantity prices. Weller Electric Corp., 601 Stone's Crossing Road, Easton, Pa.



DUAL HEAT SOLDERING GUN KIT

Pull the trigger—tip heats instantly and spotlight illuminates work. 2 trigger positions give low 90-watt and high 125-watt heat as the job requires. Kit includes cleaning brush, soldering aid and **\$7⁹⁵** list

Heavy Duty Soldering Kit.
Model 8250AK. **\$14⁹⁵** list



HI-POWERED SANDER

Sands twice as fast as any other sander at its price. Full $\frac{3}{32}$ " stroke, 14,400 strokes a minute and big 26 sq. in. sanding surface. Sands with grain for satin smooth finish. The safest sander on the **\$19⁹⁵** list

Weller Finishing Sander.
Model 700. **\$13⁴⁸** list



SABRE SAW PORTABLE JIG SAW

Makes every kind of cut through plywood, plastics, composition board, etc. Makes its own starting hole for inside cuts. Strain relief feature prevents blade breakage. Lubricated for **\$14⁹⁵** list

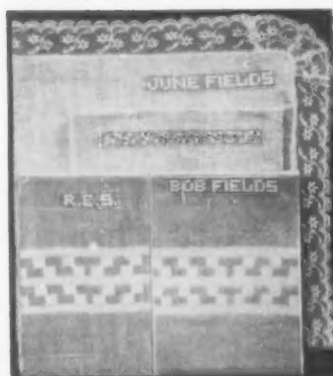
Gun and Solder Dispenser Set.
Model WK81. **\$9⁹⁵** list



GIFT GALLERY

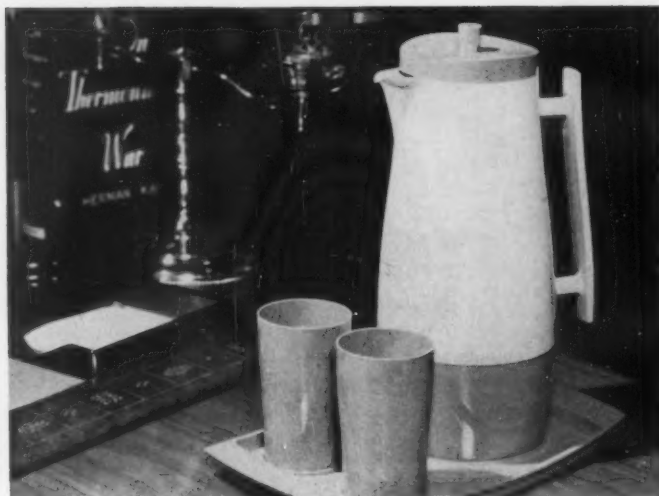
... Moderate

(Continued)



▲ **PERSONALIZED HANDKERCHIEFS** for men and women feature imported French thread lace in 15 colors (for the ladies) including rose, aqua, lime, lipstick and others. For the men, the colors are battleship grey, Navy, beige and fire-engine red. Size: 15" x 15" for the ladies and 20" x 20" for the men. \$3.50 for a box of three—add 25¢ for postage and handling. Villari Handkerchief Co., 29 West 38th St., New York 18, N. Y.

▼ **CHIP 'N DIP** set of hobnail milk glass makes a handsome serving accessory. Two pieces can be used as set or individually. Set \$7.50. Fenton Art Glass Co., Williamstown, W. Va.



▲ **THE HEAT AND COLD** retention qualities of a vacuum bottle are available in the new Beverage Butler, a vacuum pitcher serving ensemble of two tumblers and a custom-designed tray. \$8.50. Aladdin Industries, Inc., 703 Murfreesboro Road, Nashville, Tenn.



▲ **FOR A BUSY EXECUTIVE**, the Bates Imperial Mark I Listfinder represents a friend indeed. Information at his fingertips. Memo pad and mechanical pencil always available for instant notation. Operation is silent. \$8.66 for a minimum order of 35. The Bates Manufacturing Co., 63 Vesey St., New York 7, N. Y.



▲ **HIGHLY POLISHED** alloy tool steel has been used to create this set of screwdrivers. Featuring blister-proof neoprene handles, they'll be appreciated at workbench. \$5.50. The Bridgeport Hardware Mfg. Corp., Bridgeport 5, Conn.

SALES MANAGEMENT

Give the Most Unusual Watch Radio Ever Offered!



MODEL SC4000

THE NEW **SAMPSON** *dualarm transistor watch radio*

DOES THINGS NO CLOCK RADIO CAN DO...YET YOU CAN PUT IT IN YOUR POCKET

PATENTED AUTOMATIC DUAL-ALARM SYSTEM
Turns itself on for 12 minutes, off for 6, then repeats with a 12-minute encore. Shuts itself off. Both radio and independent electronic-signal alarm work same way. U.S. Patents Pending.

"SYNCHRO-EYE" NIGHT LIGHT
Flashes on when radio-alarm or electronic-signal sounds. Stays on with dependable glow till alarm-cycle is completed.

EXCLUSIVE BEAUMONT SWISS WATCH MOVEMENT
Precision engineered, reliably accurate 32-hour timepiece. Easy-to-read, luminous dial with sweep-second hand.

EXCLUSIVE TIME-SELECTOR
Simplifies time-setting with no eye-strain, no knob-fumbling. Just turn beveled watch-rim till indicator is at desired time.

ADVANCED SUPERHETERODYNE CIRCUIT
6 lifetime transistors in specially designed circuit provide unusual power, sensitivity and tonal quality for a radio so compact.

EXCLUSIVE "SLENDERETTE" CABINET
Gold-trim, high-impact cabinet a slim 2 3/4" x 4 1/4" x 1 3/16"—in choice of Black/White or Coral/White.

Beautifully Gift-Boxed
... with leather carrying case and all accessories: shoulder strap, batteries, and personal-listening earphone.

\$39⁹⁵

Retail Price

UNLIKE ANY OTHER, your gift will be long remembered when you give the new Sampson Dualarm with its exclusive two-way automatic alarm system. It's a tasteful gift, actually two fine instruments in one, yet so small it can be tucked away in a pocket, and carried anywhere. Above all, it's a *practical* gift for the busy executive, the traveler, or the sportsman. Preset this watch-ful compact radio for a tune or an electronic tone, and it sings out *When* wherever you are. Turns itself on for 12 minutes... off for 6... then repeats with a 12-minute encore! Then shuts itself off again. And, there's big-set radio sensitivity, power and tone quality—for good listening on the go!

The Sampson Dualarm Watch Radio is ideal for gift-presentation to employees and customers, long-service awards, incentives and other contest promotions.

MAIL COUPON FOR FULL DETAILS

THE SAMPSON COMPANY, 2244 South Western Avenue, Chicago 8, Ill.
Attention: Specialty Sales Department

I am interested in giving The Sampson Dualarm Watch Radio as a business gift. Please send me complete information.

Firm Name _____

Address _____

City _____ Zone _____ State _____

Your Name _____

Title _____

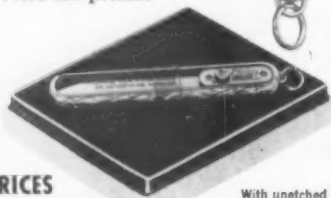
The Gift... THAT ALWAYS PLEASES

CHRISTY Sliding Blade POCKET KNIFE

It's sure to please. Finest surgical steel chromium plated blade slides in and out of polished stainless steel handle. Instantly opened and closed with one hand; locks in closed position or any of 3 blade lengths. An excellent reminder that associates quality with your name. Ideal gift or premium for every need.

3 DeLuxe Models

In beautiful 12 Karat rolled gold plate; handsomely gift boxed. Write for prices.



PRICES

With etched blade	With unetched blade use next higher quantity prices. Larger quantity prices on request.
50 to 99 \$1.55	
100 to 249 1.50	
250 to 499 1.48	
500 to 999 1.46	

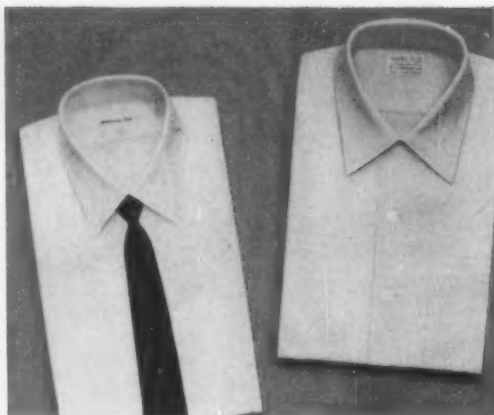
Standard gift box unless otherwise ordered. Also skin packed; on Standard Gift Card or card of your design. If not available from your Advertising Specialty Jobber, order direct or write us for details.

THE CHRISTY CO.

Fine Cutting Edges for 4 Generations
905 DICKINSON ST. • FREMONT, OHIO

FULL DETAILS . . .

. . . on quantity orders, special services, samples will be gladly supplied by advertisers. When you write to them just mention *Sales Management's Business Gift Issue*.



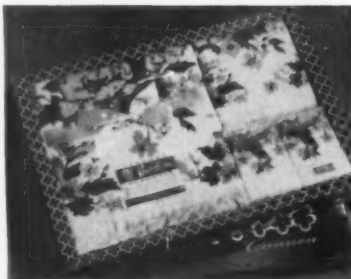
◀ SINGLE - NEEDLE STITCHING, hand-turned collars and large easy-to-handle buttons are featured in the Hathaway shirt. Few men among your customers will fail to enjoy this thoughtful gift. From \$6.50 to \$16.95. C. F. Hathaway, 112 East 40th St., New York 16, N. Y.



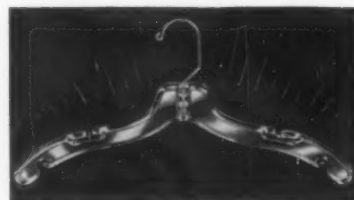
GIFT GALLERY

. . . Moderate

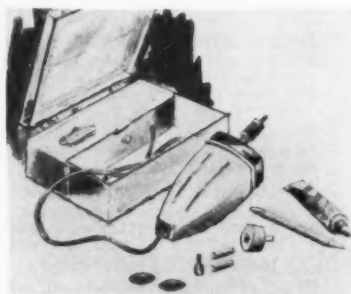
(Continued)



▲ SOMETHING THE WIFE will appreciate—a floral print towel and washcloth in smart solid colors and coordinated shades. \$3.98. Cannon Mills, Inc., 70 Worth St., New York 13, N. Y.



▼ THIS FINE AID to personal beauty makes a good gift for the wives of your customers. Keeps nails and hands looking lovely. Easy to operate, the Lady Manicure works on standard flashlight batteries. \$5.40. Thompson Designs, Inc., 3550 Martens St., Franklin Park, Ill.



◀ SHINY, GOLD-PLATED clothes hangers may turn the trick if you want to give a gift that will be remembered. The basic hangers are of special break-resistant high-impact styrene. \$4.95 for the package of 12. Result Manufacturing Inc., 350 W. 31st St., New York 1, N. Y.

SALES MANAGEMENT

▼ A CRYSTAL DISH with a dozen uses around the home will be a welcome gift. Heavily leaded and with a smoky cast, this piece of "ringing" crystal is certain to be placed on view for years to come. \$6. U.O. Colson Co., Paris, Ill.



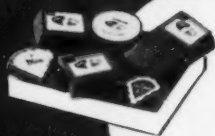
▼ CLICK YOUR PEN AND PENCIL needs into place with a flick of the finger. Pen-pencil is a 4-in-1 combination—black, blue and red pencil and a ball-point pen . . . all in the same holder. \$5.95. Norma Pencil Corp., 137 West 14th St., New York 11, N. Y.



▼ RICHLY GRAINED TEAKWOOD will impress anyone lucky enough to receive this cigarette box. Expertly crafted in rich grained woods, it is 4" high and will accommodate either king-size or regular cigarettes. \$6.95. The House Of Teak, Dept. 35A, P.O. Box 424, Manhasset, N. Y.



Give WORLD CHAMPION Cheese



Each gift features Lake to Lake's famous WORLD-CHAMPION quality cheddar cheese in mild, mellow-aged and sharp, a flavor for every taste. Each box includes samplings of other well-known Wisconsin cheeses too. Gift boxes range from \$3.00 to \$15.00 postpaid. Write for and order from our FREE full-color gift brochure!

Awards and Accolades

- 1958 & 1959—United States Champion National Dairy Congress, Waterloo, Ia.
- 1959 & 1960—Governor's Sweepstakes Wisconsin State Fair
- 1959—Gold Medal Winner Los Angeles County Fair
- 1959—First Prize Winner Washington State Dairy Competition
- 1960—World's Champion Award World Cheese Contest, Green Bay, Wis.

Write today for FREE, full-color

Gift Cheese Brochure

Lake to Lake Dairy

KIEL, WISCONSIN



All Year Round You . . .

. . . can turn to the Gift Gallery for helpful suggestions on:

- Employee Contest Incentives
- Long-service Awards
- Company Anniversary Remembrances
- Retirement and Wedding Gifts

Prices range from modest to luxurious, to match your budget.

See page 52 for the start of this big product parade.

**A really
different gift
that's distinctive...
attractive...useful!
...and sensibly
priced for
gift giving!**

time·all®
AUTOMATIC LAMP TIMER



Model A221-4, List \$10.95
Write for low-quantity prices!

time·all turns lamps on and off at any time selected, day or night. When away on vacation or out for an evening, time·all lightguards the home against prowlers; provides a cheery "welcome-home" light when returning even on the darkest night!



Turns other appliances on and off, too. Operates coffee makers... controls radios and phonographs... defrosts refrigerators... turns fans on and off!



- * A quality gift to represent your company!
- * Appropriate for everyone!
- * Plugs in anywhere... no special wiring!
- * Drop shipments to your gift list!

SAMPLE—See for yourself what an excellent gift TIME-ALL will make. Order one non-returnable sample for inspection at 50% off list! Order on your company letterhead before December 1, 1961.

SPECIALTY PRODUCTS COMPANY
13 South Morgan Street • Chicago 7, Illinois



▲ **DOUBLED HEAT AND COLD** retention capacity is claimed for the new #352 Skotch Kooler Bel-Aire plastic jug because of the two-layer insulation design. The one-gallon cooler for \$7.95. Hamilton-Skotch Corp., 295 Fifth Ave., New York, N. Y.



▲ **FOR PARTICULAR MEN**, a compact manicure set includes nail nippers, cuticle scissors, nail file, pusher and tweezers. A genuine leather case provides easy access to each of the six manicure items. Colors: russet, black and tan. \$9.95, tax: 25¢. J. Wiss & Sons Co., Newark 7, N. J.



GIFT

GALLERY

... Moderate

(Continued)

◀ **WHATEVER THE CHORE** in car, home or office, the Sportsman tool kit will speed its completion. Included are a cabinet-type screwdriver with standard bit, a #1 Phillips screwdriver, a 5-inch slip-joint plier and a 6-inch adjustable wrench. \$7.95 chrome-plated. Consolidated Tool Co., P.O. Box 3519, Terminal Annex, Los Angeles 54, Cal.

▼ **AN ORGANIZED MAN** is usually a happy man. The new Credit Card Organizer is certain to help him achieve this status. Provides note pads, alphabetical phone and address index and secret compartment. \$3.95. Novel Mfg. Co., 33 Second Ave., Dept. P-32, New York 3, N.Y.



SALES MANAGEMENT

A lasting gift everyone can use

NEW!

EKCO

Glide-matic™
BRASS FINISH

GUEST HANGERS

An elegant new design in a practical item...gift packaged, 4 to a box!

These handsome lacquered brass finish guest hangers make a perfect way to say thank you...thoughtfully.

They are the closest thing yet to a pair of shoulders...contoured so your clothes hang on them the same way they do on you: without wrinkles.

The new nylon rollers glide silently on any closet rod, permitting easy access when you want to make room for another garment. They're tipped with plastic, too, to prevent snagging.

Think of Glide-matic hangers whenever you want to thank a customer. Or your sales force. Or your office staff.



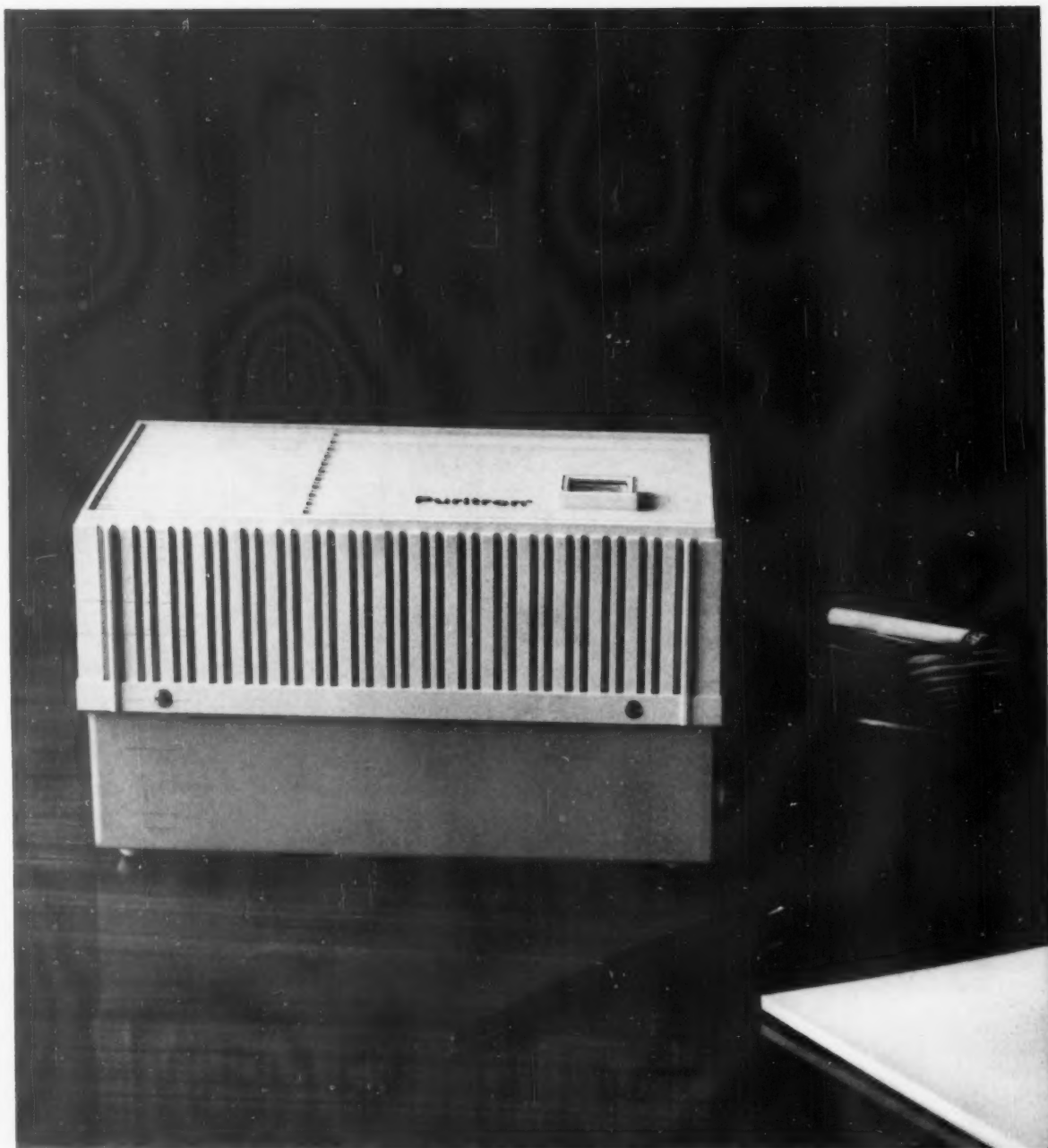
It's *Glide-matic*! Unique nylon rollers allow hangers to glide silently on any closet rod.



Write today for samples and special gift user prices.

EKCO PRODUCTS COMPANY
Dept. P-456
Premium and Specialty Division
1949 North Cicero Avenue
Chicago 39, Illinois



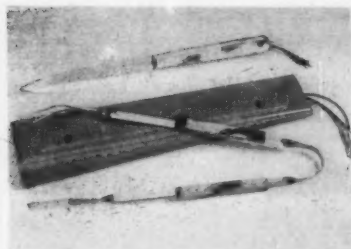


It makes him feel better, work better. The Executive Puritron®

This is that new electronic miracle that produces wonder-working negative ions. The Executive Puritron is the result of years of ion research. When negative ions are in abundance, he'll feel fresher. His nerves are calmer. Fatigue is reduced. Work capacity is increased. Scientific tests by leading universities have proven these facts again and again. When Puritron is on, the air is fresher, cleaner, purer... free of dust and pollen, odors, smoke, staleness

and stuffiness. Working conditions aren't completely comfortable until there's a Puritron on the desk. Can you think of any other gift that would be more appreciated by the busy executive? The Executive Puritron is \$34.95. If Puritron does not contribute to the well-being of anyone you give it to, the purchase price will be returned. Special discounts for volume orders. Write Puritron Corporation, 15 Stiles Street, New Haven, Connecticut.

Puritron—the electronic miracle



▲ **SPATULA-FORK-TONGS** combine with a stainless steel meat slicer in an attractive vinyl case to create the "Patio-Chef" Bar-B-Que set. The set is equipped with a leather thong for convenient hanging. In quantities of 25, \$6.65 each. Wright Leather Specialty Co., 311 North Lindbergh Blvd., St. Louis 41, Mo.



▲ **THE ELEMENTS** for delightful entertaining—ceramic oil and vinegar cruets, mustard jar, one-piece salt shaker and peppermill. \$10 the set. Woodpecker Woodware, 6606 Tenth Ave., Los Angeles 43, Cal.

▼ **THE NEED FOR BETTER** writing instruments is common to all men and women. With the White Dot, a gold-filled "reminder" clip expels and retracts the point. Medium or fine point. \$7.50. W. A. Scheaffer Pen Co., Fort Madison, Iowa.



SEPTEMBER 10, 1961

THE TROUT YOU READ ABOUT IN READERS DIGEST... TROUT 'N CREEL



An unusual western gift fresh from the cold rushing waters of the Rocky Mountains.

From crystal clear spring fed waters, these fresh dressed rainbow trout, packed on ice in an authentic wicker creel, make an impressive gift. We are constantly receiving complimentary calls and letters from recipients. The creel may be used later by a fisherman or it may lend atmosphere as a table decoration filled with flowers or pine boughs. These excellent-flavored trout are guaranteed to arrive fresh and glistening—ready for the pan. It's enough to make any fisherman's heart pound and the gourmet's mouth water.

2 lbs. (six 10-inch trout in a creel)..... \$11.95

in gift box..... 8.95

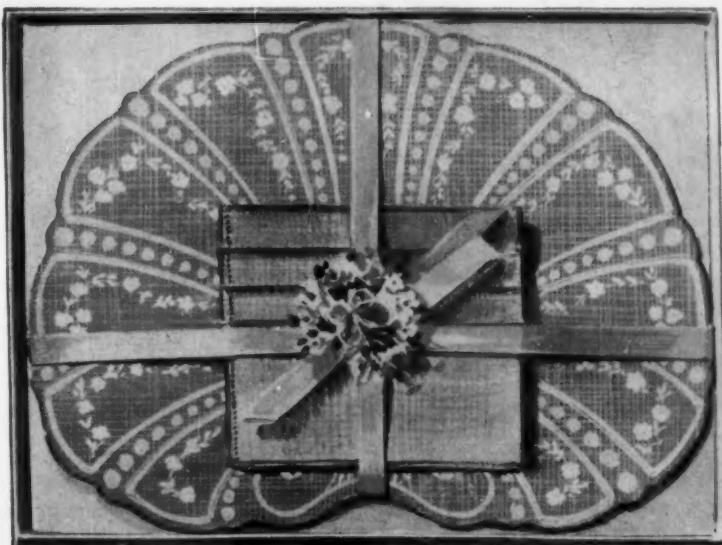
5 lbs. (fifteen 10-inch trout in a creel)..... \$15.95

in gift box..... 12.95

Prices include shipping rail express anywhere in the continental U.S.A. Send for free brochure on this and special "Party Pack."

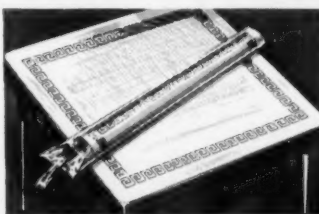
SNAKE RIVER TROUT COMPANY

World's Largest Trout Ranch • Box 546, Buhl, Idaho—Ph. 543-4311



STOTTER TABLE PLACE MATS! A GIFT THAT HITS HOME!

Stotter gift sets are not only handsome and in excellent taste but will be a lasting reminder of you and your company. Every man and woman on your business gift list will welcome their delightful practicality. There's a wide selection, from gay informals to the most exquisite appliqued styles for formal entertaining. All are made of non-skid, foam-rubber-backed Vinyl that wipes clean instantly. Many rendered so faithfully to look like fine linen, only a touch can tell the difference! Stotter Place Mats are available in a variety of beautifully packaged gift sets with matching napkins...all festively wrapped and adorned for holiday giving.



Usually retail at \$7.95 to \$11.95. Be sure to see Stotter Card Table Covers—made of wipe-clean Vinyl packed in handsome, sturdy, easy-to-carry polyethylene bags. A gift to delight any hostess. Retail from \$4.95 to \$7.95. For more information about Stotter Business Gifts come to visit us at our showroom. Or write for our latest Catalog. H. J. Stotter, Inc., 225 Fifth Avenue, New York 10, New York.



H. J. Stotter, Inc., 225 Fifth Avenue, New York 10, New York

I am interested in Stotter Place Mat Gift Sets. Please send us your 1961 Catalog ☐ Have representative call ☐

Name _____ Title _____ Firm Name _____

Address _____ City _____ Zone _____ State _____



GIFT

GALLERY

...Substantial — \$10 to \$20



▲ **SARTORIAL SPLENDOR** is yours or your customer's with a well-tailored vest of 100% wool. The garment comes in tartans, plaids and solid colors. Sizes 36 through 46. \$11.95. Pendleton Woolen Mills, 218 S.W. Jefferson St., Portland 1, Oregon.



◀ **THREE ADJUSTABLE** wooden trays swivel across the top of this smoker-highball server, also useful for holding beer bottles. Made of Ponderosa pine with glass ash tray that rests on hinged cover. \$11.95. Algoma Wood Industries, Inc., Algoma, Wis.

▼ A **HOTRAYDOME** will provide immaculate outdoor—or prolonged indoor—service of hot foods for your customers. While protecting the food from insects, it also places your cookery on tempting display. From \$14.95. Salton Manufacturing Co., Inc., 519 East 72nd St., New York 21, N. Y.



TAILORED-FOR-TEXACO

Premium success story inspired by Honeywell

New Customized Premium Service offers: • *Personalized design*
• *Top quality* • *Fast delivery* • *The Honeywell Guarantee*

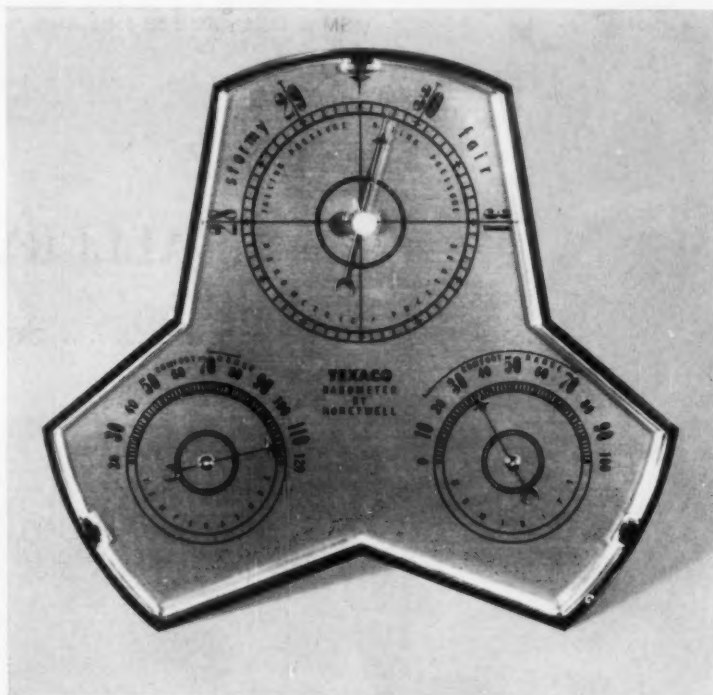
When Texaco sought to attract more of the motoring public to Texaco products and services, it turned to the creative engineers in Honeywell's Customized Premium Service. In a few days, these engineers designed and built a model for the Texaco proposal. With Texaco's acceptance, Honeywell was immediately able to produce the tremendous quantities necessary to meet Texaco's dramatic premium offer.

Public response has made this one of the premium success stories of the year. One reason: Behind each of these premiums stands a one-year repair and replacement guarantee which gives Texaco and its customers the assurance of Honeywell quality. Few firms will offer this kind of guarantee.

Look to Honeywell for customized premiums

Customized Premium Service provides you with a unique opportunity to link your company with a quality premium bearing the Honeywell signature. This service can begin with a sales theme, a rough idea, or the need for a unique sales promotion tool. The rewarding result will be a distinctive, practical answer to meet your needs.

If you would like additional information on Customized Premium Service and how it can work for you, write Honeywell, Dept. SM-9-10-1, Minneapolis. Or, for a new brochure on Honeywell's complete line of distinctive premiums which can be personalized, just send this coupon.



This tailored-for-Texaco premium was designed in 72 hours. Honeywell's automated production facilities immediately were able to meet Texaco's demands for this fast-moving premium.

Honeywell



First in Control

SINCE 1885

MINNEAPOLIS-HONEYWELL

Dept. SM-9-10-1, Minneapolis 8, Minnesota

Please send additional information immediately on
your complete line of premiums.

NAME _____

COMPANY _____

ADDRESS _____

CITY _____ STATE _____



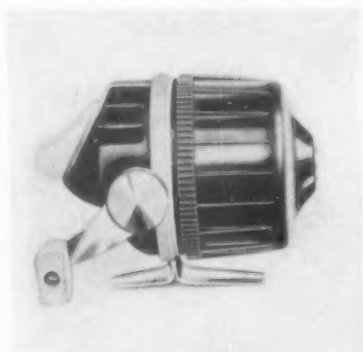
◀ **BUDGET-PRICED** Kodak Starflash takes color slides, black-and-white or color snaps. Featuring a double-exposure prevention device and durable plastic construction. The camera uses 127 size film, has a built-in flash reflector and costs less than \$11.00. Eastman Kodak Co., 400 Plymouth Ave., North, Rochester 4, N. Y.

▶ **A POST LANTERN LAMP** is a unique way to light an office, den or library. Based on an early American outdoor post lantern, it stands 18" high, features frosted glass. Complete with plaque for personalized engraving, the lamp comes in a weathered brass finish. \$18.95. Add 50¢ for postage and handling. Bob Ric Gifts, Dept. SM, 550 Fifth Ave., New York 36, N. Y.



GIFT GALLERY

. . . Substantial (Continued)



▲ **SMOOTH DRAG** and reciprocating cross-wind action are two features of the new Langley Lynx, a 9¾ ounce spincasting reel designed to ease the fisherman's life. Made of Cylolac, the same material used in modern telephone styling, the man-sized reel has all-metal parts with quick take-down and easy spool change. \$12.95. Langley Corp., 310 Euclid Ave., San Diego 12, Cal.



▲ **PERMANENTLY MOTHPROOFED ZIP-A-ROBE**, complete with foam-cushioned carrying case, will keep your recipients warm and comfortable. Available in 100% virgin wool or 100% virgin Acrilan acrylic. Wool: \$11.98. Acrilan: \$12.98. Troy Mills, Inc., 200 Madison Ave., New York 16, N. Y.

Let Your Xmas Presents This Year

G L I T T E R S P A R K L E a n d B U B B L E

Give our finest product—WORLD FAMOUS, Delicious NEW YORK STATE

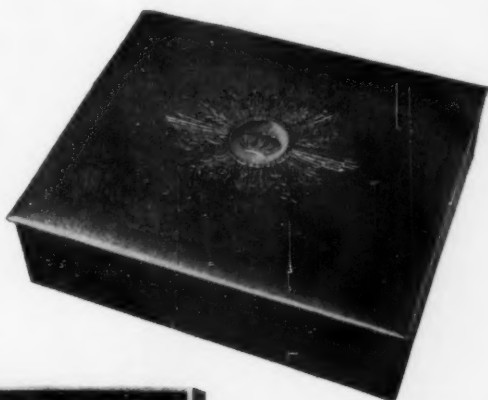
One full fifth each of

**CHATEAU
MARTIN**

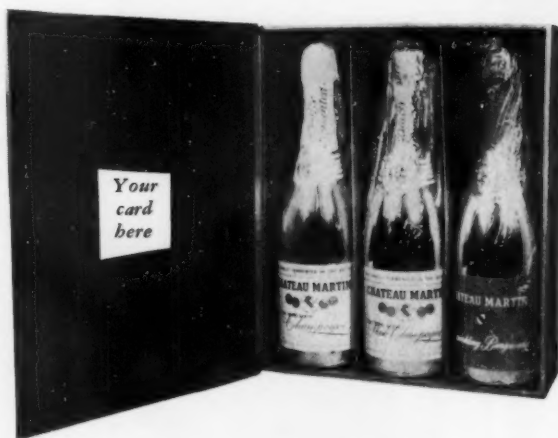
Champagne,

Pink Champagne and

Sparkling Burgundy



A Breath-taking Gift
—yet (because you
buy direct from the
winery) surprisingly
inexpensive. For this,
and many other in-
teresting wine gift
ideas (we also import
some of Europe's
finest wines)



3
Golden
Bottles
in a
Beautiful
Golden
TREASURE
CHEST

—Write or phone TODAY to

R. D. GRESHLER

Consumer Dept.

CHATEAU MARTIN WINES

P. O. Box 5, Bronx, N. Y. Phone: CY 2-2200

Suddenly you're on a Pedestal



because it took "a stroke of genius" to find the **MOST UNUSUAL** Christmas gift-giving idea for customers, employees and friends **EVER SEEN!**

★★★★★

...and your customers, appreciating your "brainstorm" would call to say, "THANK YOU" for your unique and wonderful remembrance and thereby open the door to **ADDITIONAL SALES!** Even your employees and friends showed their appreciation in the many small ways **ONLY YOU** would understand.

★★★★★

If you buy gifts (between \$7.50 and \$100.00 each), you'll surely want to see this *unusually practical, sensationally simple and refreshingly different* way of saying "THANK YOU" to the people who are **IMPORTANT TO YOU AND YOUR COMPANY.**

WRITE FOR MORE INFORMATION

MAIL
THIS
COUPON
TODAY

Automated Gift Plan, Inc.,
80 Park Avenue, New York 16, N. Y.

Please send further information

Company _____

Address _____

City _____ Zone _____ State _____

Alt _____ Title _____

We use approx _____ Gifts in the \$7.50 to \$100.00 price range

Gift Bookards also available
for sales and incentive awards



GIFT GALLERY

... Substantial

(Continued)



◀ **HIGH STYLING** is now available to the do-it-yourselfer interested in tools. Described as the "Smart Set," the selection pictured includes tools of black with yellow accents and polished steel parts. The compartmented plastic tray is pearl grey and is designed for hanging on a wall, door or cabinet. \$15.50. Stanley Tools, New Britain, Conn.



▲ **HIGH STYLING** for the businessman's case. Featuring satin bush-finished trim, suedette interior and metal campaign corners and edge guards. In black and charcoal brown. \$16. Relco Case Div., Reliable Luggage, Inc., West Pittsburgh, Lawrence County, Pa.



▲ **WEIGHT WATCHER'S CONSCIENCE** comes in lilac, sandalwood, white, black, pink, yellow, blue and green. The new Detecto Stand-A-Way bath scale, model K600, can be set upright when not in use. Lightweight and of modern design, it features accurate weighing regardless of the surface on which the scale is placed. \$10.95. Detecto Scales, Inc., 540 Park Ave., Brooklyn 5, N. Y.



▲ **DEPRESS A LEVER** in the front of this handsome holder of phone numbers and addresses and a tray containing name cards slides out. Cards are removable so information can be typed on them. Nordika Phonette available in either teak or walnut. \$11.95. IDG, Inc., 231 Tenth Ave., New York 11, N. Y.

SEPTEMBER 10, 1961

**CANDY
MAKES
A
PERFECT
GIFT
AND
NORRIS
MAKES
IT
BETTER**



Gifts from 10c to \$8.00

**WRITE
FOR
FREE
CHRISTMAS
GIFT
FOLDER**

NORRIS
**EXQUISITE
CANDIES**

223 Peachtree Street, N. E.
Atlanta 3, Georgia



**GENUINE GLASS-BOTTOMED
PEWTER MUG only \$14.95**

Quantity discount rates on request.

Drop shipment available.

Authentic 18 oz. capacity pewter mug. Finely crafted and etched with the emblem of any college or organization. 5" high, 3 7/8" base diameter. SPECIAL ORDER ARRANGEMENTS FOR INDIVIDUAL CORPORATE EMBLEMS AND TRADE MARKS.

Unconditional 10-day money-back guarantee.

Charge to American Express or Diner's Club or send check or money order direct to:

WYNN'S FINE ART STUDIOS

Dept. SM-91, Lawrence Road, Kings Park, L.I., N.Y.

Send for free sculpture catalog of over 160 fine gift items and special limited bonus offer.



Add 30% to Locker Space with Tote-n-Hang Bag

A Tote-n-Hang bag is the ideal present for the sportsman and sportswoman . . . *especially golfers.*

Smart and convenient. Clip it on vent of standard locker door to provide 30% more space for golf balls, tees, toiletries, shirts, socks, underwear, sweater, shoes, bottle. Also, can be hung on regular clothes hook in locker or in closet at home or hotel. Beautiful red plaid vinyl material expertly tailored for long use.

Like a Valet on a Trip

Use this Tote-n-Hang bag to tote your sporting accessories when traveling . . . then hang up for easy access. Folds into smart carrying case. Saves time. Saves fussing around. Sportsmen everywhere rave about it. Be ready for Christmas. Send for yours now.



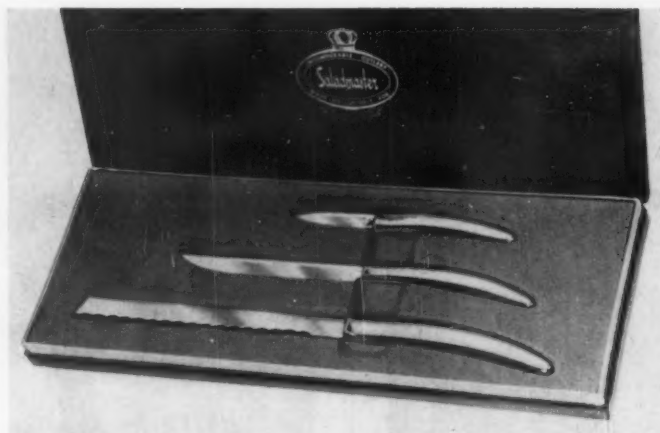
BUY AT PRO SHOPS
If not available, use coupon

Tote-n-Hang
Box 1817
Highpoint, North Carolina

Please send me one Tote-n-Hang Bag prepaid. Enclosed is check, or M.O., for \$9.95

Name _____
Street _____
City _____ State _____

GOLF PROFESSIONALS: WRITE
for Profitable Franchise Plan



▲ THREE CUTLERY ITEMS used frequently in the average home are packaged in a "triPak" gift set. Included are a paring knife, carver-trimmer and scallop slicer. Stainless steel blades. \$20. Saladmaster Corp., 131-135 Howell, Dallas, Tex.



GIFT GALLERY

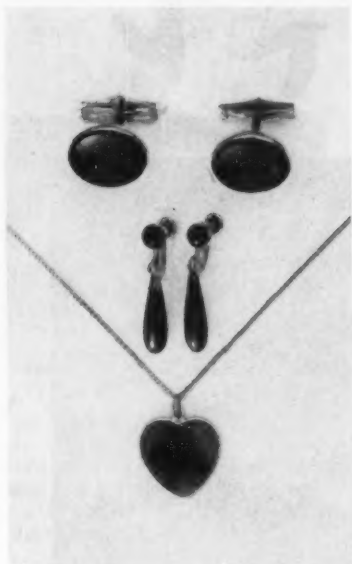
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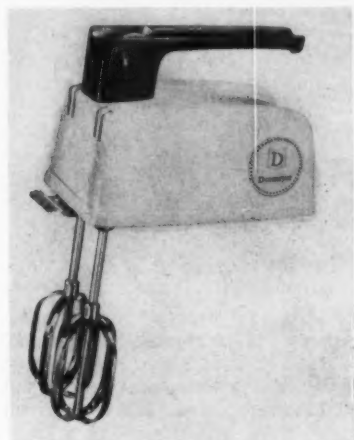
► JUST PRESS A KEY and the Vulcan telephone index produces the correct telephone number and address. Available in black or ivory. Index sheets are easily removed for typing names, numbers and addresses. \$10.95. Select-A-Gift, Post Office Box 2070, Birmingham 1, Ala.



▼ **GENUINE JADE**, age-old symbol of good fortune, and always popular. The heart, about 1", weighs 10 carats, is circled in 14k gold. \$10. 14k gold chain, shown, \$3. Teardrop earrings, gold-plated sterling, \$15; 14k gold, \$25. Men's cuff links, 14k gold, \$40. All prices postpaid and tax included. International Gem Corp., 17-S Maiden Lane, New York 38, N.Y.



▼ **APPEARING IN** Bennett Brothers "B" Choose-Your-Gift booklet is the Dormeyer Continental portable mixer. The gift offers instant beater release, heel rest for better draining, wall bracket for convenient storage, a 3-speed selection and big beaters for more complete mixing. \$11.25. Bennett Brothers, Inc., 435 Hudson St., New York 14, N.Y.



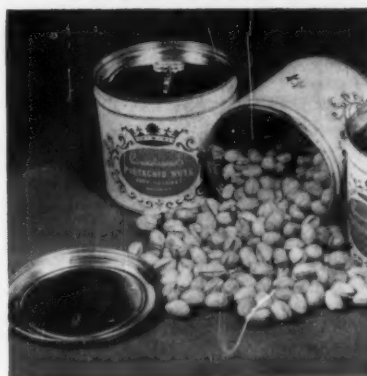
SEPTEMBER 10, 1961

Grown for Gourmets—Sold Only in Select Stores

Now Available for *Distinctive* Gift Giving

Connoisseur's
Pistachio Nuts

Connoisseur's Pistachio Nuts are a rare delicacy—grown in sunny foreign lands under precise conditions of climate and care to insure a perfect—though limited—crop. At tenderly nurtured maturity the full, plump nuts, with easy-to-open shells, are hand-picked. They are roasted and salted by a unique process that brings the true pistachio flavor to life, then—at their tastiest peak—are immediately vacuum-packed for delivery to the consumer.



Beautifully packaged in 14 oz. tins
Sample postpaid \$2.50

Shipping Carton (24 tins) . . . \$1.50 per tin
Gift Cartons (6 tins) . . . \$9.00 per Carton

Prices F.O.B. New York

Gift Cartons can be mailed by us to people on your list. Postage invoiced on your order.

AGRESS NUT & SEED COMPANY

3441 Kingsbridge Avenue

New York 63, N.Y.



THE SMOKER

Equally at home on a modern coffee table as on an office desk, the Smoker lighter is a gracious accessory that will find years of use. Meticulously crafted of fine American black walnut and gleaming solid brass, the Smoker will find a ready welcome for beauty of design as well as for functional service. The hand-rubbed walnut block is a handy 1 1/2 x 1 1/2 x 3 inches; also serves as an attractive paperweight.

Giver's name can be gold-stamped on the bottom; base can be personalized with name or initials. \$4.25 in small quantities, less for larger orders.

An Exclusive Business Gift by Colson

To: U. O. COLSON CO., Paris, Illinois

Please have a representative stop in to show me The Smoker—or other exclusive business gifts.

NAME _____ TITLE _____

COMPANY _____

ADDRESS _____

**Convenient
new lighter, with
"drop-in" fuel
tank, loads in
seconds, lights
for months on
a single refill!**



BENTLEY AUTOMATIC, from \$4.95 retail. Throw-away fuel tank . . . no messy fluids, no odor, no wicks, no cotton. Slim, compact, lightweight. Adjustable flame. Jeweler quality, backed by written guarantee for life of lighter.

**BENTLEY
BUTANE**
THE PERFECT GIFT



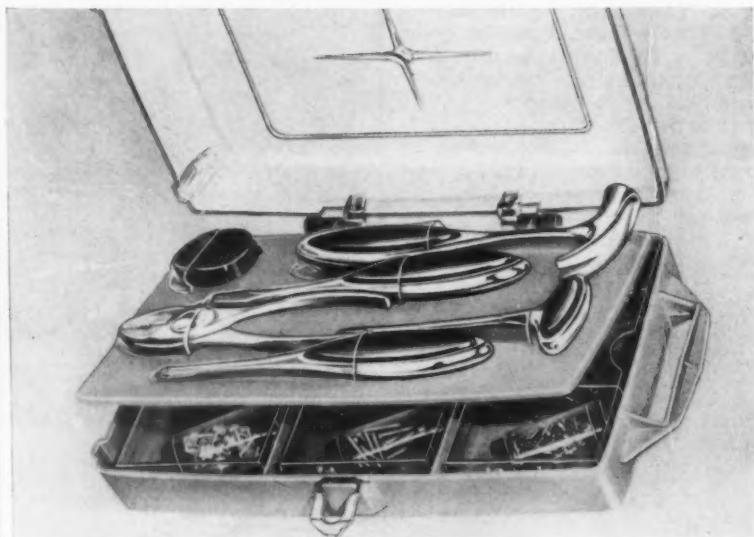
BENTLEY AUTOMATIC WIND-PROOF. Same convenience, compactness, guaranteed quality . . . plus positive windproof performance.

All Models Individually Gift Packed

Write today for quantity prices on all models (including table lighters), initialling and/or company emblem.

BENTLEY LIGHTER CORPORATION
15 West 38th St., New York 18, N. Y.

▼ "THE GIFT THAT'S REMEMBERED," say the makers of these beautiful Irish linen damask sets. A boxed set consisting of a 70" x 88" cloth and eight 22" x 22" napkins, about \$14 per set. Another, consisting of a 70" x 106" cloth and a dozen 22" x 22" napkins, about \$18 per set. William Ewart & Son, New York, Ltd., 111 West 40th St., New York 18, N.Y.



▲ **FOR WORKING WOMEN:** a set of tools especially designed for the style-conscious female. Each implement is precision-made, of chromium-plated tool steel. The set includes a Glamour Hammer, standard and Phillips screwdrivers, awl, pliers, and tape measure. The second compartment contains nine tilt-out trays filled with the most commonly used hardware items. \$19.95. William Thomas & Sons, Inc., Ridgefield, N.J.

GIFT GALLERY

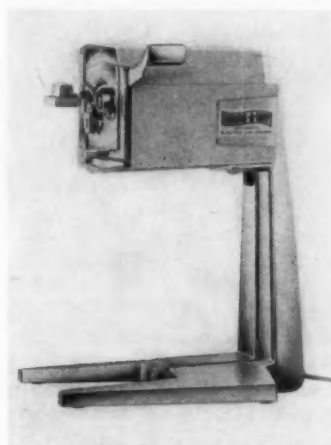
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▲ THE MOTIF IS PHEASANTS and it is carried out in full color on an ash tray made of beautiful Lenox china. In white and decorated with 24k gold, the item is designed to fit into the office, club-house or den setting. Diameter: 8". Price: \$10.95. Lenox Inc., Trenton 5, N.J.

▼ WALL, COUNTER, UNDER-CABINET, you name it. The new Swing-A-Way automatic electric can-opener operates equally well in any location. The choice of bracket is yours. It opens all standard cans, features a cord storage area, and a ceramic magnet. \$14.95. Swing-A-Way Manufacturing Co., 4100 Beck Ave., St. Louis 16, Mo.



Make It **FRUIT**—and Make It the **FINEST**

EXTRA FANCY RIO GRANDE VALLEY GRAPEFRUIT AND ORANGES

May we suggest a real "taste surprise"? Every bite of Texas' luscious Ruby Red Grapefruit, with its extra juiciness and sweetness, will be a delightful reminder of you.

No shopping! No worry! We do that. Tell us what type package, where to sent it, when it must arrive. All prices include express prepaid. All fruit

hand-packed, sent fast express straight from our orchards to preserve all the juiciness and flavor. Each fruit individually wrapped in colorful paper; gift card enclosed. Quantity orders receive discounts on request. All types of fruit and containers to suit your needs. Please send check, money order, bank draft with order.

PRICES:	(States)	South'n	Cent'l	Estn & Wstn	Texas	Why not send us
BUSHEL—Ruby Reds		\$ 9.00	\$ 9.50	\$10.00	\$ 8.00	your gift list, indi-
Oranges or Assorted		8.00	8.50	9.00	7.00	cate your require-
HANDWOVEN MEXICAN BASKET (Bushel)		11.00	11.50	12.00	10.00	ments and let us
HALF-BOX—Ruby Reds; Oranges & Mixed Fruits		6.60	6.90	7.30	5.75	submit exact cost
FULL BOX (Standard)—Ruby Reds		11.25	12.25	13.00	10.30	based on your list.
Oranges & Mixed		9.25	10.25	11.00	8.30	

South Texas Produce Company Box 848 McAllen, Texas

In Business for 34 Years

REFERENCES: Dun & Bradstreet—Blue Book—First National Bank, McAllen

INCOMPARABLE CUTLERY...

by Master Craftsmen

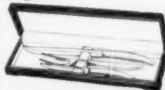
So Good—It's **GUARANTEED FOR LIFE!**



Superior—yes! The **BLADES** are hand honed and polished to a permanent mirror bright finish—guaranteed in writing for life against rusting—staining or breaking—the finest knives possible to produce. Look at the beautiful, flowing design of the handles—so easy to hold and perfectly balanced in the hand. Made of solid Zomac (copper, nickel, and chrome) and will never loosen or separate from the blade. Very few people own real quality Cutlery. Nothing is more appreciated in the home than a good sharp knife. Saladmaster is proud to offer you this incomparable cutlery for the ideal business gift. Complete Gift Line—attractively packaged—from \$3.50 to \$70.00. **Special Business Gift Discount**—quantities of 6 units or more. Write for Gift Brochure and prices.



Special Sample Offer—No. 603 Tri-Pack (illustrated at top)—Regular Retail—\$19.95—Special Sample Price—\$10.00. Satisfaction guaranteed or your money back.



SALADMASTER CORPORATION

131 Howell Street, Dallas, Texas

Send me the No. 603 Tri-Pack Set (Illustrated at top) at the Special Sample Price of \$10.00.

☐ Check enclosed ☐ Send C.O.D. ☐ Send me Gift Brochure and Prices

NAME _____

FIRM _____ CITY _____

ADDRESS _____



Season's Greetings

PREPAID

anywhere in Continental U.S.A.

to your employees . . .

business friends

FRESH - TREE RIPENED

Florida Fruit



No. 55
GIFT
CARTON
1 BU

\$9.95

Only the choice fruit used in our gift packages. Luscious navels at no extra cost in orders for Thanksgiving or Christmas.

No. 30
GIFT
CARTON
1/2 BU

\$5.95

All orders shipped 1/2 Oranges 1/2 Grapefruit unless otherwise specified. Add \$2.00 per package for shipments to Canada.

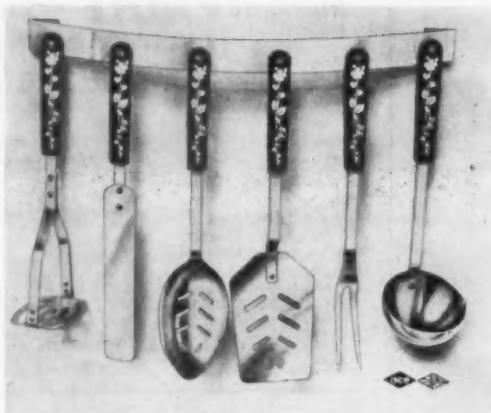
We will enclose your gift card or furnish a colorful card with your name as sender.

Sorry—no shipments to Arizona or California.

Open accounts to established businesses with rating. We are bonded shippers—delivery guaranteed

Send for free brochure containing full line of gift fruit packages.

BRAUN FRUIT PACKERS, INC.
BOX 1077 DEPT. S DELAND, FLA.



◀ ADDING A COLORFUL NOTE to patio parties are the new "Gold 'n Rose" cook-and-serve kitchen tools. The 7-piece set has tools of solid, mirror-finished stainless steel in a gold and rose flower pattern against ebony black. \$10.95. Ace Manufacturing Co., Inc., Chalfont, Bucks County, Pa.

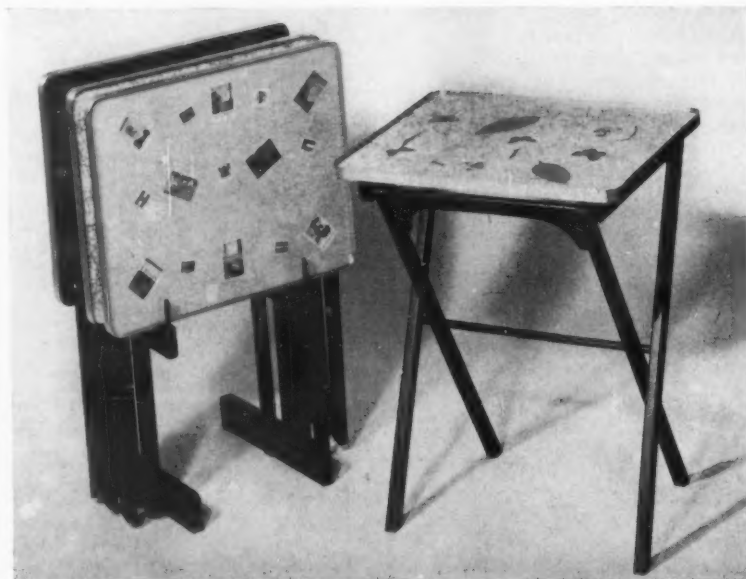


GIFT

GALLERY

... Substantial

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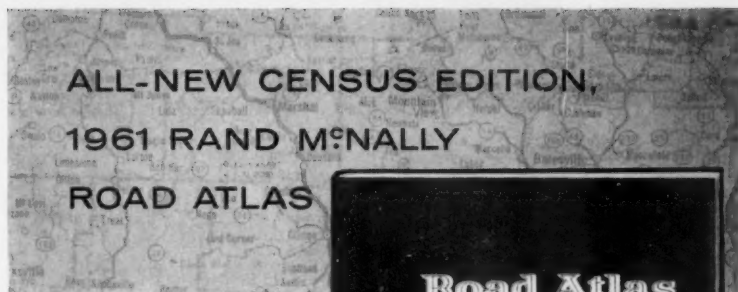
▲ FUNCTIONAL FURNITURE'S newest addition—gold anodized rustproof aluminum Hostessets. Featuring walnut or ebony legs, they add versatility to any party. Quantity price for two tables plus rack: \$18.75. Biltmore Designs, Inc., 5561 N.W. 36th Ave., Miami 42, Fla.



▲ A TRIO she will appreciate. The Consul Trio gift set includes a purse atomizer with matching lighter and lipstick case. Each set is packaged with instruction booklet, filling funnel, cleaning wire and brush, and extra flints. From \$15.95. Diversey Machine Works, Inc., 4117 No. Kirkpatrick Ave., Chicago 41, Ill.

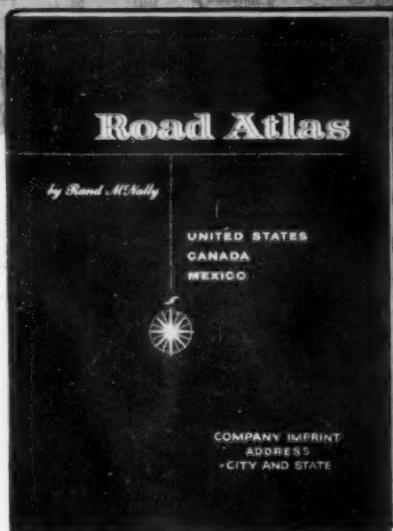


▲ COLONIAL BRACKET CLOCK now has an attractive electric replica in solid mahogany, 6¾" high by 5¼" wide. \$16.95. The Sessions Clock Co., 65 E. Main St., Forestville, Conn.



The IDEAL GIFT

FOR CLIENT OR PROSPECT



Every time it's consulted—at home, in the office, or on the road—the Rand McNally Road Atlas will be a gift that's warmly appreciated.

This deluxe edition, impressively bound with Pajco Lexide, can be imprinted if desired. Content, of course, includes the most definitive road maps printed for each of the 50 states, Canada and Mexico, plus additional maps of all important cities and national parks. Rand McNally's traditional accuracy and legibility makes this Road Atlas a valuable reference for years to come. Complete and official 1960 census figures are included.

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CHICAGO 80, P. O. BOX 7600 • NEW YORK 22, 405 PARK AVENUE • SAN FRANCISCO 5, 432 MARKET STREET



HANDSOME GIFT SET
For Home or Office

THOSE WHO HAVE EVERYTHING . . .

will welcome this glamorous gift. The fashionable "urushi" lacquered case, which is beautifully designed, contains an efficient removable lighter—cigarette tray which holds 50 king size—and a 7 transistor portable radio which plays in the case or could be removed. Now being sold at exclusive shops for \$89.95 . . . your chance to purchase direct from importer. FULLY GUARANTEED.

A NATURAL FOR THE EXECUTIVE only \$49.95

GLOBAL ENTERPRISES, INC.

P.O.B. 190, Tucson, Ariz.

Suddenly
you



"Had
it
Made"

because you "HOLED" the
MOST UNUSUAL Christ-
mas gift-giving idea for cus-
tomers, employees and
friends EVER SEEN!

★★★★★

Yes, you were "really in
action." Your customers even
called to say "THANK
YOU" for your unique and
wonderful remembrance and
thereby opened the door to
ADDITIONAL SALES!
Your employees and friends
too, showed their appreciation
in the many small ways
ONLY YOU would under-
stand.

★★★★★

If you buy gifts (between
\$7.50 and \$100.00 each),
you'll surely want to see this
unusually practical, sensa-
tionally simple and refresh-
ingly different way of saying
"THANK YOU" to the peo-
ple who are IMPORTANT
TO YOU AND YOUR
COMPANY.

WRITE FOR MORE INFORMATION

MAIL
THIS
COUPON
TODAY

Automated Gift Plan, Inc.
80 Park Avenue, New York 16, N. Y.

Please send further information

Company

Address

City

Zone State

ATTN

Title

We use approx. Gifts in the \$7.50 to \$100.00 price range

Gift Bookards also available
for sales and incentive awards

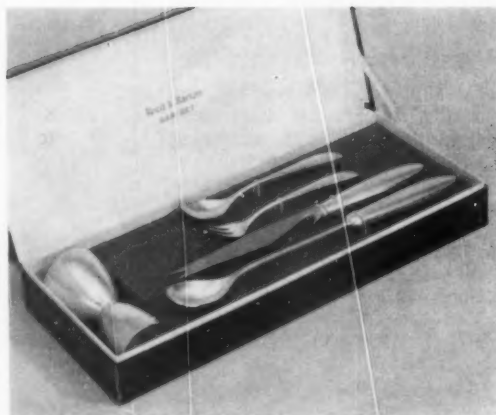


GIFT GALLERY

... Luxurious

(Continued)

► GRACIOUS ENTER-
TAINING requires
adequate tools and
utensils. A bar set in
shimmering silver pro-
vides the ultimate in
accessories for the do-
it-yourself bartender.
\$19.75. Reed & Bar-
ton, Taunton, Mass.



▲ SMOOTH SURFACES are easier to come by with a heavy-duty
sander designed for straight line action. \$19.95 Weller Electric
Corp., 601 Stone's Crossing Road, Easton, Pa.



▲ **COMBED** Egyptian cotton in a set of luxurious towels for the people on your gift list. Six attractive colors from which to choose. Gift box includes 2 bath towels, 2 guest towels, 4 wash cloths and 6 complexion towels. \$17.50, each gift box. Martex Div. Wellington Sears Co., 111 W. 40th St., New York, N.Y.



▲ **AN ALL-WEATHER** lantern is helpful for hunters, fishermen and campers. Designed to provide hours and hours of service, the lantern provides a red signal light which flashes automatically when its arm is lifted into position. With flasher, \$18.95. Union Carbide Consumer Products Co., 270 Park Ave. New York 17, N.Y.



▲ **HOT OR COLD**—a king-size, 4-quart capacity executive thermo bucket will keep beverages just the way you want them for hours. \$10.95. Regal Ware, Inc., Executive Gifts Dept., Kewaskum, Wis.

All Year Round You . . .

. . . can turn to the Gift Gallery for helpful suggestions on:

- Employee Contest Incentives
- Long-service Awards
- Company Anniversary Remembrances
- Retirement and Wedding Gifts

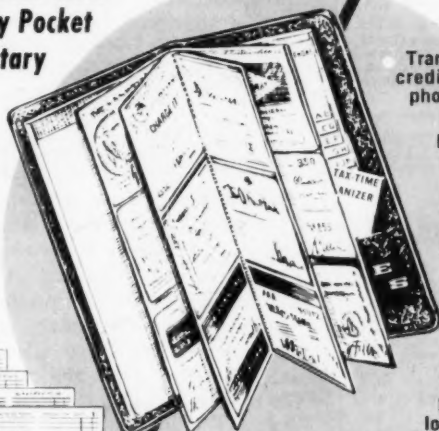
Prices range from modest to luxurious, to match your budget.

See page 52 for the start of this big product parade.

CREDIT CARD ORGANIZER

holds and shows 24 CARDS!
Complete with Handy Pocket Secretary

Featuring Exclusive New TAX-TIME ORGANIZER for DAILY PLANNING and YEAR-ROUND TAX SAVING!



Transparent pockets hold 24 credit cards, licenses, passes, photos

Full-size perforated memo pad

Quick-flip alphabetical phone-address index

Secret compartments for money, checks, time tables, valuable papers, business cards

Wafer-thin. Eliminates fat, bulging wallets; everything right in sight for instant use

Man's "Hip-Pocket" and Ladies Purse Size at same low prices

YOUR INITIALS PERSONALIZED FREE IN 24 KT. GOLD!

TAX-TIME ORGANIZER (optional) tells you what to do daily, helps you keep track of expenses automatically! Current month's diary fits in special pocket in **CREDIT CARD ORGANIZER**. Important! U.S. Tax Court has ruled daily diary is valid proof of expenses without receipts! You get 12 separate monthly **TAX-TIME ORGANIZERS** plus Annual Filing Folio for summary and storage. Refills available annually!

BONUS GIFT! CREDIT CARD REGISTER given **FREE** with every **CREDIT CARD ORGANIZER**. Unique protection against card loss. Supply limited! Order today!

CREDIT CARD ORGANIZER CRAFTED in luxurious Morocco-Grain Miralon in **JET BLACK** or **SABLE BROWN**. Purse-size also in **CHERRY RED**.

THREE UNITS FOR THE PRICE OF ONE!
A Comparable \$14.95 value

NOW only \$5.95 complete with TAX-TIME ORGANIZER, Tax included. **GIFT-BOXED. POST-PAID. SPECIAL: 2 for \$11. 3 for \$15. CREDIT CARD ORGANIZER UNIT ALONE only \$3.95 (2 for \$7. 3 for \$10). THE UNIQUE BUSINESS GIFT.**

Write for quantity prices! **MONEY BACK IF NOT DELIGHTED! CHARGE YOUR DINERS' CARD!**

NOVEL MFG. CORP. Credit Card Organizer Div., Dept. S-4094 33 2nd Ave., New York 3, N.Y. GR 5-7132

Please send **CREDIT CARD ORGANIZER(S)** checked below.

CREDIT CARD ORGANIZER WITH TAX-TIME ORGANIZER

One for \$5.95

Two for \$11

Three for \$15

Initials _____ Black _____ Brown _____

CREDIT CARD ORGANIZER UNIT ONLY

One for \$3.95

Two for \$7

Three for \$10

\$ _____ enclosed. Ship postpaid.

☐ Hip-Pocket

☐ Purse

Name _____

Address _____

City _____

Zone _____

State _____

CHARGE DINERS' CLUB NO.

GIFTS from HAWAII



BLACK VELVET REPRODUCTIONS

Remarkably Authentic looking reproductions of Hawaii's Famous Black Velvet Paintings. 14" x 18", on heavy white paper, ready for framing.

- a. Tahitian dancer (as illus.)
- b. Native boy making Coconut Hat
- c. Semi-nude native girl

(please specify)
Each \$2.95 post paid via air
Pr. \$3.50 " " " "
Set of 3 \$8.00 " " " "

ROYAL HAWAIIAN BLACK CORAL

"Rarest Gem of the Sea"
C8 Cufflinks, generously cut and highly polished.

\$9.00 per pair ppd.

E5 Earrings, choice of diagonal or tablet cut gold filled or sterling silver backs.

\$5.75 per pair ppd.

CH35 Pendant or Charm (No Chain). Unusual shapes and sizes of this rare gem beautifully finished. Sterling or gold filled mountings.

\$4.00 each. ppd.

All are boxed and have story of the Coral. Fed. tax included.

This year send an

ALOHA

BOX

\$4.60

ppd. to U.S.A.

Delight your friends with a "different gift" sent direct from Hawaii. Aloha Box #2 (as illus.) contains: 7 1/2 oz. jars of Poha Jam, Coconut syrup and Guava Jelly, 3 1/2 oz. jar Macadamia Nuts and 5 oz. tin Coconut Chips.

OTHERS FROM \$1.95 TO \$15.95.

Free catalog and supplement for 1961-62

STEWARTS HAWAII Dept. SM

1140 Kona St., Honolulu 14, Hawaii

You will find it quicker . . .

By using the special index at the end of the book. It covers, under the proper product classification, every item appearing in the advertisements and the editorial Gift Gallery.



Premiums and Incentives

(Continued from page 30)

you'll take a minute to inspect the 1961 Mercury and Comet . . ."

The company reports a spectacular 30% return from the direct mail campaign. Sales benefitted directly from the premium promotion which included as prizes a 1961 Mercury; 1961 Comet; and thousands of other prizes including cameras, television sets, stereo Hi-Fi consoles and portable typewriters.

A traffic increase in showrooms was assured by the fact that the prospect had to take his certificate to the showroom to have it validated and to find out what prize he had won. Salesmen were provided with a pocket master prize list folder in which the prizes were listed in accordance with certificate numbers. Finally, the salesman entered the proper prize on the certificate, validated it, suggested the prospect mail it immediately.

SM's survey revealed that many companies selling a product in which considerable price negotiation is required have adapted a sales incentive plan tied closely to the profitability of total sales, rather than to the fact that a sale has been made. "The more profitable the item sale," added an Eastern fabric manufacturer, "the more 'profit points' the salesman receives. His prizes are selected depending on the number of profit points he has amassed."

One company, a Midwestern equipment manufacturer, wrote, "Our sales incentive program is based on, (1) sales volume, (2) volume of creative sales (other than routine re-orders . . . new business) and (3) the increase in orders over the prior month. The contest is open to all sales people and, at its conclusion, about 25% actually collect some kind of prize."

With dealer loading in mind, a Midwest appliance manufacturer states, "The dealer receives nationally advertised incentive items,

usually on a one-for-one basis. For example, he buys one major appliance for stock, and he receives one incentive item. The qualification is strictly on the basis of quantity purchased. Of all the products we've used as incentive gifts—and this includes sheets, towels, luggage, cookware and watches—the Polaroid camera proved to be the most popular."

As to the price range of merchandise offered under incentive plans, some respondents spent as little as \$1, some as high as \$1500 and, on one occasion, \$10,000. While there were many such estimates embracing wide variances in cost, there were a majority of answers with a much closer spread—for example, \$5 to \$5.50; \$70 to \$80; and \$300 to \$400.

American Family Flakes, a product sold only around the Chicago area, has enjoyed phenomenal success with its consumer premium operation for many years. On each package there is a certificate worth premium coupons, the number varying with the size of the package. The consumer may redeem the minimum number of coupons by supplementing the balance of the catalog price of an item with a modest amount of cash. This is called the Speed Plan. The consumer may, on the other hand, redeem coupons only—no cash required—and may do so by mail, an innovation which has proved popular; or at the American Family Treasure Trailer when it visits each consumer area in the Chicago market. The company claims that it offers only top-quality, nationally advertised merchandise at actual cash savings of up to 50% of the regular retail price. Results have been substantial, as witnessed by the long tenure of the promotion.

One respondent to Sales Management's survey mentioned a program with a twist. The company, a Southern paper firm, uses a sales incentive plan, but only in connec-

SALES MANAGEMENT

BUSINESS GIFTS PEOPLE KNOW BY NAME

For a distinctive business gift... a gift that will be known by name... check the wide selection of gifts in Wallace Sterling and Silverplate—and in Hamilton precision timepieces. Let us know the quantity of gifts you need, and your budget. Our Personal Service people will be glad to make recommendations. Or see your jeweler. Send for literature showing many other Wallace and Hamilton gift suggestions. Dept. S-961, Awards and Incentives Division, Hamilton Watch Company, Lancaster, Penna.

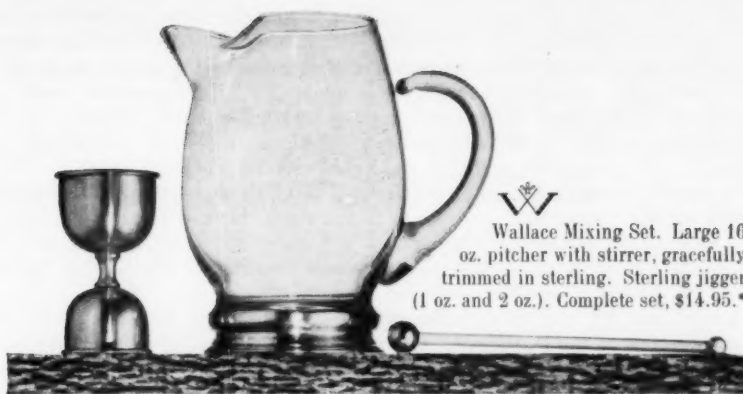
**HAMILTON
WATCH
COMPANY**

Presentation & Incentive Sales, Lancaster, Penna.

*Also available for special business gifts...
the new Hamilton Electric Watch...
the world's most talked about watch.*

*Single unit price, F. T. I.

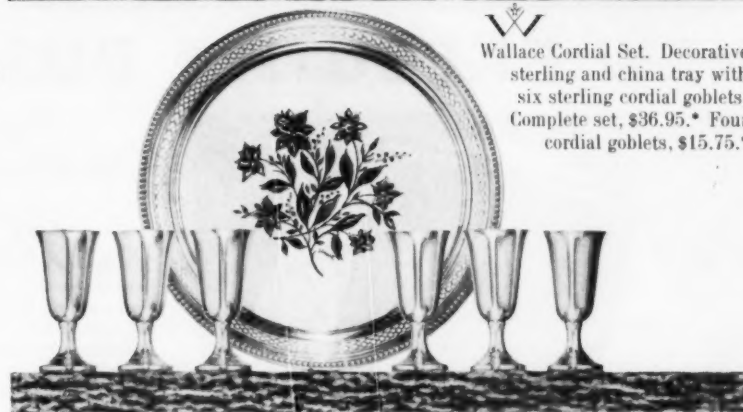
SEPTEMBER 10, 1961



W
Wallace Mixing Set. Large 16 oz. pitcher with stirrer, gracefully trimmed in sterling. Sterling jigger (1 oz. and 2 oz.). Complete set, \$14.95.*

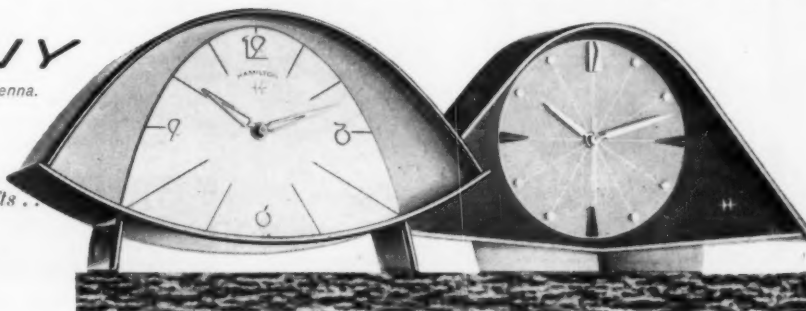


W
Wallace Pipkin and Saucer. Colonial motif authentically fashioned in sterling. A distinctive gift with many uses. \$25.00.*



W
Wallace Cordial Set. Decorative sterling and china tray with six sterling cordial goblets. Complete set, \$36.95.* Four cordial goblets, \$15.75.*

H Hamilton Cordless Electric Clocks. Precision timepieces of outstanding design. Choose either the Bel Air (right) or the Bonneville. \$49.50.*



tion with exceeding sales quotas on selected slow-moving merchandise.

Another firm looks upon its profit-sharing plan as sufficient incentive to salesmen reaching for new quotas. Many plans are automatic: the retailer sells—or the wholesaler buys—a set amount of products and he receives a pre-selected incentive gift for this transaction.

One food manufacturer bases an incentive program upon the *display* of the products, feeling that this acceptance by the retail store is tantamount to the actual sale. Certainly, agreement to display the merchandise is virtually all the retailer can do, short of displaying additional promotional material.

Spectacular contests have stimulated American consumers for many years. Repeatedly, U.S. homemakers rush to buy the product (from which they extract box tops, certificates and entry blanks) in order to try their luck at winning new cars, ultra-modern homes, vacation trips and thousands of other items. The recently concluded \$169,000 L&M cigarette Sweepstakes accurately illustrates this American preoccupation.

The aim of the L&M Sweepstakes was to call renewed attention to its slogan, "L&M has found the secret that unlocks the flavor in a filter cigarette." The top winner received a first prize worth \$40,000 which included a \$20,000 Westinghouse all-electric vacation home, a 1961 Thunderbird hardtop and \$15,000 in cash. Second prize was \$10,000 in cash; third, 20 Falcon sedans; and, fourth, 1,000 Argus movie cameras.

In addition, the company enlisted dealer support by conducting a separate incentive sweepstakes program for them which included equally luxurious products.

L&M made it easy for contestants to enter the sweepstakes by telling them to fill in a missing word in their familiar slogan.

Thousands did and the promotion was a gratifying success.

One SM respondent very bluntly stated that he considered his company's commission structure to be sufficient incentive for his salesmen. He stands as a minority of one in SM's survey.

Another manufacturer—of electric products—described a "painless"

method for conducting a dealer incentive program on a continuing and virtually automatic basis. The company merely includes a certificate in each carton of products shipped to the dealer. When he has collected enough of them, he turns them in for specific products; very similar, it appears, to the consumer coupon program.

A program bordering on the incentive, but not completely identified by this term, was described by a weapons manufacturer. "We include," said the executive, "an attractive presentation case right in the shipping cartons destined for the dealer. The item is his, but the price of it has been included in the over-all price of the product shipment."

The prototype incentive program was most quickly set down for Sales Management, by a Midwest manufacturer who wrote: "(1) Yes, we have an incentive plan; (2) its objective is increased sales; (3) everybody is eligible including salesmen, distributors and dealers; (4) we use top-quality items such as cameras and typewriters; (5) it's very successful."

NEW EXECUTIVE BUSINESS GIFT

The prestige present
that builds business for you



The new *Nascon* Executive Planner is a knowingly planned, beautifully executed gift that will underscore both your personal and business prestige. This unusual desk book provides the planning assistance executives want right at their fingertips. Handsome bindings make it a decorative addition to any office, and will keep it on top of top executives' desks, where it will serve as a constant reminder of you. Designed for long- and short-range planning. The Executive Planner has Week-At-A-Glance® and Year-At-A-Glance sections, beautifully printed in two colors on fine quality stock... plus a section for addresses and telephone numbers, and many pages of facts especially compiled for Executives. Every section is handsomely tab-indexed for instant reference.

Gold-Imprinted with your name or trademark at no extra cost, the Nascon Executive Planner assures daily favorable impressions where they count most. (Recipient's name gold-imprinted at slight cost.) It's the gift that "has everything" for the man who has everything but this new, different, executive-quality record book. Send for the new Nascon Gift Catalog, for complete details.

EATON'S *Nascon* NASCON

"At-A-Glance"® Advertising Gifts

DEPT. S, 475 FIFTH AVENUE, NEW YORK 17, NEW YORK

SALES MANAGEMENT

A substantial 48% of the replies to the SM survey indicated that there is a long-service awards program in operation at the respondent's company. In answer to a question on the amount of service time required to qualify for such awards, replies ranged all the way from six months to 45 years. The bulk, however, mentioned periods of from five to 25 years needed to qualify.

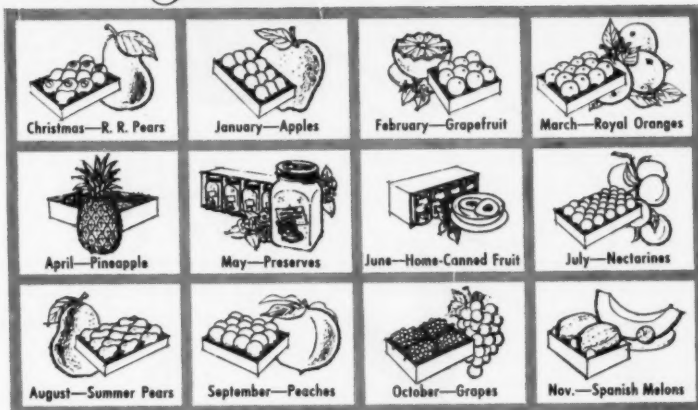
Service pins were mentioned most often as the award given in employee long-service programs. Watches played a close second, with jewelry running third. Following these popular items were travel awards, trophies, cash and even stock.

Bennett Brothers, Inc., wholesale and incentive house, reveals a growing trend in incentives for use in safety programs. Says the company, "Every safety director knows that, to speed up the digestion of safety rules and to increase the social force of the group on the accident-prone individual, an award system tends to do a better and more economical job than any other technique. The safety director also knows that to make his award program effective, he must, of necessity, offer merchandise awards that are wanted. They should be national, known brands and they should be acceptable to both men and women."

In recent years, the use of the sales incentive to boost internal sales force production (as well as that of dealer and distributor organizations), the premium programs aimed at stimulating consumer interest in the product, and increased interest in the use of employee long-service awards have contributed to the tremendous increase in the amount of merchandise moved during non-holiday periods throughout the business year. Most important, the use of these aggressive promotional techniques profiles a shifting emphasis in gift usage. Christmas now stands as only one phase, one season, in the annual gift plans of American industry.

Fruit-of-the-Month Club*

from 'way out
in Oregon



A dozen dazzling gifts—all year

ROYAL RIVIERA Pears*

They'll eat 'em up—with a spoon!
Handsome gift you'll
never hear the
last of!



Perfect delivery guaranteed.

GIFT NO. 1 (10-14 Huge Pears) ppd. \$4.35
GIFT NO. 2 (16-20 Whoppers) ppd. \$5.35
GIFT NO. 3 (20-25 Smaller Pears) ppd. \$5.15

You never SAW'm so big. You never TASTED'm so good. Only 1 person in 1000 ever gets such impressive, exciting gifts (not in stores). You'll get thanks and praise all year from the lucky folks you name. They'll receive a sumptuous Gift Box every month, each with your greeting.

12-BOX CLUB. Order Gift No. 20 ppd. \$53.95
At Christmas, Royal Riviera Pears, and month after month the other gorgeous gifts shown above.

8-BOX CLUB. Order Gift No. 15 ppd. \$34.95
Same as above, omitting Mar., Apr., June, Aug.

Special 3-BOX CLUB. Order Gift No. 11, ppd. \$12.95
Christmas, Jan., Feb. fruits shown above.

FULLY GUARANTEED

EASY TO ORDER: Send list of names plus check or M.O. (No charges or C.O.D.'s), tell us how to sign greetings. Everything beautifully packaged.

Narry and David

Box 3410, Medford, Oregon

* © 1961 H&D



Keeps food or beverages hot
or cold up to 24 hours!



TRIPLE-INSULATED ALL-PLASTIC JUGS

For lasting good will, give
Lustro-ware unbreakable

Big GALLON size, for gallons of good will! Smart, compact, so inexpensive. Boil-proof polyethylene housing and seamless liner, "Fiberglas" blanket between. 4" opening, snap-seal spout.



WONDERFUL
VALUE
suggested retail

\$3.49

Columbus Plastic Prod., Inc., Columbus, O
WORLD'S LARGEST mfr. plastic housewares



GIFT GALLERY

...Luxurious — \$20 and up

► THE STYLING of Steuben Glass emphasizes the beauty of a cigarette urn or ash tray. Ideal for the dining room or a small table. Ash tray, \$22. Cigarette urn, \$18. Steuben Glass, Fifth Ave. at 56th St., New York 22.



◄ A POCKET-SIZED TRANSISTOR watch radio can be set for a tune or an electronic tone. Turns itself on for 12 minutes, off for six, then repeats for a 12-minute encore. \$39.95. The Sampson Co., 2244 S. Western Ave., Chicago 8, Ill.

...A STEEL TAPE RULE

As business gifts, K&E measuring tapes are ideal. Everybody needs a tape from time to time. They're low in cost...yet they give years of use. The handsome K&E cases and medallions serve to display your company name, trademark, or slogan in a clear and elegant manner.

And the familiar K&E symbol on a measuring tape is regarded as a measure of excellence. Since 1867, K&E has designed and manufactured measuring tapes to the highest possible standards of quality and precision. Every K&E tape manufactured is *guaranteed for life* against manufacturing defects.

There are five distinctive K&E models to choose from, in a variety of sizes and scales—from longline tapes for engineers and builders to handy pocket tapes for homeowners, hobbyists—even housewives. Whichever model you choose, you'll be giving a present to please your customers and keep your name at their fingertips for many years to come.

FAVORITE WYTEFACE®



WYTEFACE 90



LST



CAPE MAY
WYTEFACE



TIP-TOP WYTEFACE®

Distinctive, custom-imprinted products of the highest quality . . . respected and *retained* by your customers.

When
selecting
a
company
gift...

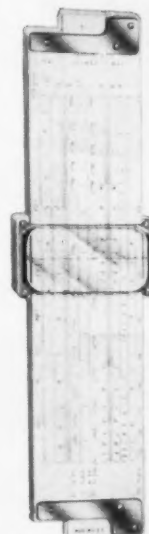
MAKE
IT
A
RULE
by



...A POCKET SLIDE RULE OR SCALE

Calculating with a slide rule is the time-saving approach to lengthy multiplication, division or other calculations. With an easy-to-use K&E pocket slide rule, your customers can "calculate wherever they circulate"—and *your* name, neatly imprinted on rule or sheath (or both), will circulate *with* them.

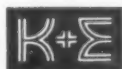
K&E pocket slide rules cover a complete range—some basic, some with all the scales useful to the engineer or technical man. Each is furnished with an attractive pocket sheath, and is unconditionally guaranteed. *Also available:* K&E pocket scales, in leather sheaths, for architects and engineers. Extremely useful tools at extremely reasonable prices.



POCKET DECITRIG®



SHEATH



KEUFFEL & ESSER CO.

NEW YORK • HOBOKEN, N. J. • PHILADELPHIA • DETROIT
CHICAGO • MILWAUKEE • ST. LOUIS • DALLAS • DENVER
SAN FRANCISCO • LOS ANGELES • SEATTLE • MONTREAL

SEPTEMBER 10, 1961

KEUFFEL & ESSER CO., Dept. SM-9, Hoboken, N. J.

Please send free brochures and prices on complete line of K&E Steel Tape Rules, Pocket Slide Rules and Scales.

Name & Title: _____

Company: _____

Address _____

City _____ Zone _____ State _____ 3074

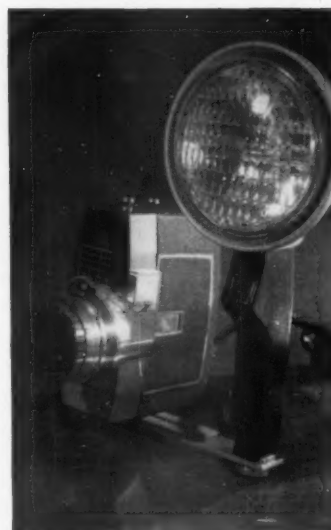
► A LIFETIME OF SERVICE is not easily found these days, but the Star-Lume line of aluminum cookware claims to provide just that. Precision-fitted covers; wide, flat bottoms; non-turning handles; and an over-all appearance of glamor and modern styling. \$27. The Enterprise Aluminum Co., Massillon, Ohio.



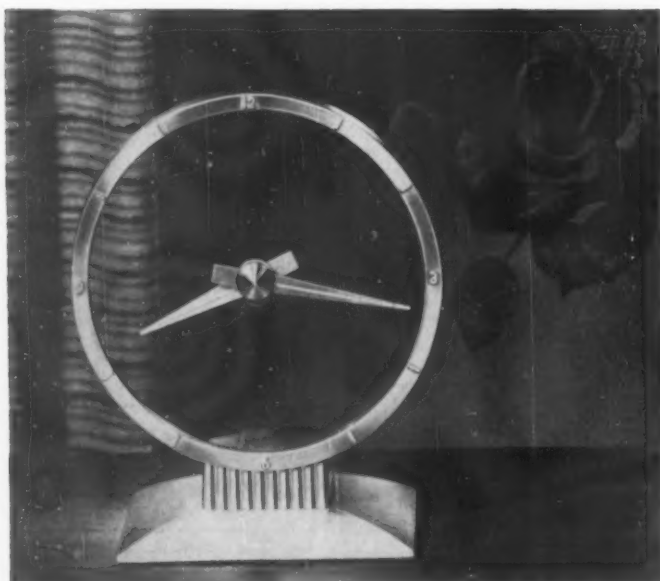
GIFT GALLERY

... Luxurious

(Continued)



▲ A SEALED-BEAM movie floodlight provides as much light as four standard 300-watt floods. A new concept in movie and still photo lighting, the lamp has an eight-hour life and is much more economical than older lamps. \$21.95. Westinghouse Lamp Division, Photo Lamp Dept., Bloomfield, N.J.

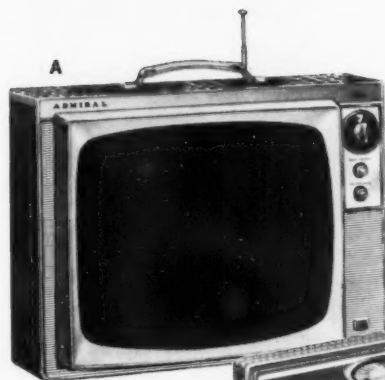


◀ HANDS FLOATING in clear crystal are featured by the Golden Hour clock. There is no apparent source of movement to the hands. 24k gold-plated. \$24.95. Jefferson Electric Co., Bellwood, Ill.

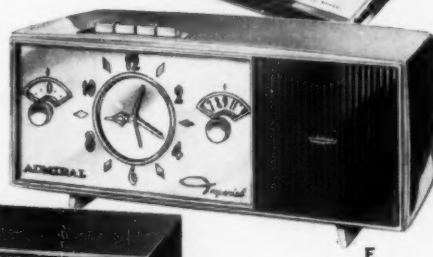
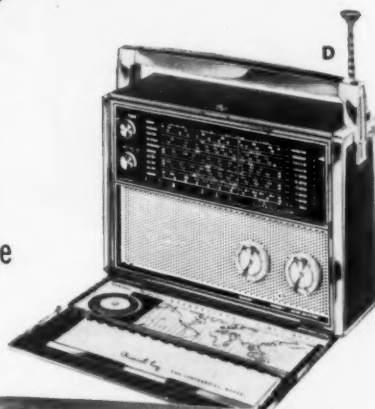
NEW! EXCLUSIVE! FROM \$9.95 TO \$275.00

ADMIRAL

Quality Gifts



The most exciting gifts of
their kind...100% American
made...precision engineered
for the utmost in performance
and dependability!



A. New 1962 Portable 19-inch† TV! Big movie-square screen, yet slim, trim and luggage-light. Sound out-front. Lighted channel indicator. Famous Picture Guard Circuit. *P910 Series.*

B. 3-bands! Designed for sportsmen! Shortwave, longwave and standard AM reception. 8 transistors. Rotary azimuth scale provides emergency navigation bearings. *Model Y2137.*

†19" overall diagonal, 172 sq. in. viewable area.

C. Most powerful shirt-pocket radio its size! Amazing Admiral "Golden Eagle" has 300% greater sensitivity. 70% more signal-pulling energy. Plays up to 100 hours on one battery. *Model Y2221.*

D. The incomparable 9-band All World! First with 750 milliwatts of power! Standard, longwave, 7 shortwave bands. World-wide reception. 9 transistors. 4 antennas. "Battery Miser." *Model Y909.*

E. The ultimate in clock radios! Awake or fall asleep to music—this beautifully styled set turns itself on and off! Even lets you catnap! Push-button controls. Luminous hands. *Model Y3053.*

F. New Admiral tone and value triumph! Smartly styled, 100% American quality AM radio. Powerful etched circuit chassis. Alnico 5 speaker; wide-range tuning; Aeroscope® antenna. *Y2990 Series.*

**MAIL COUPON FOR
FREE LITERATURE**

ADMIRAL SALES CORPORATION
GIFT AND PREMIUM DIVISION
3800 WEST CORTLAND STREET
CHICAGO 47, ILLINOIS

Please send complete information on Admiral Quality Gifts.

Name _____ (Please print)

Company _____

Address _____

City _____ Zone _____ State _____

SM61

SEPTEMBER 10, 1961

143

30,000
MEMBERS
OF THE
NATIONAL
SALES
EXECUTIVES
CLUB
VOTED...

MOTIVATION their number one sales problem. Brown & Bigelow's answer to this problem is the establishment of its all new SALES INCENTIVE DIVISION. By drawing on our own experience and that of thousands of sales organizations we serve, we can offer you something completely different in the incentive field. Our programs are flexible to fit the budgets and problems of large and small sales organizations. We offer strong-theme package plans, complete with continuous-activating promotional material designed to reactivate your sales force from kick-off to pay-off.

A folio of facts on motivation and incentives is yours by writing Brown & Bigelow. Also, as our thanks for your interest, we'll send you a Four-Year Executive Planning Calendar. Address inquiry to:

W. R. Knutsen
Director, Program Sales
Brown & Bigelow
St. Paul 4, Minnesota



GIFT GALLERY

... Luxurious

(Continued)



▲ A SHADOW-FREE camp lantern, ideal as a ceiling light, uses any kind of gasoline and provides a brilliant white light for up to 10 hours. In blue-green at \$24.95. The American Thermos Products Co., Norwich, Conn.

◀ THE 100TH ANNIVERSARY of the Civil War is colorfully commemorated with this hand-decorated cast iron plaque bearing the Gettysburg Address in raised letters. \$24.95. Wilton Products, Inc., Dept. SM, Wrightsville, Pa.



SALES MANAGEMENT

▼ A TRUE EARLY AMERICAN steeple clock designed to reflect the period of its greatest popularity. Hard rock maple case, white dial, black numerals and hands. Features a cordless battery movement. \$42.50. The New England Clock Co., Farmington, Conn.



▼ WITHIN TEN MINUTES, the Spruce electrical manicurist performs a complete manicure. Shapes and buffs the nails, loosens and whisks away excess cuticle and smooths fingertips. \$29.95. Abar Mfg. Co., Woodland Ave., Cleveland, Ohio.



◀ NO DANGLING CORDS or inconvenient outlets plague the owner of Remington's Cordless Lektronic shaver. With no batteries to replace, most men get more than two weeks of shaves on a single full charge from any 90-250 volt AC outlet. \$35.95. Sales Dept., Remington-Rand Electric Shaver, 60 Main St., Bridgeport 2, Conn.

SEPTEMBER 10, 1961

BATTS

Wishbone



**SUPERB GIFT
FOR THE MAN
AND HIS
FAMILY...**

WISHBONE EXECUTIVE GIFT BOX

The man (and his family) will appreciate this thoughtful gift for the home — famous non-tangling, suit-saving Wishbone hangers.

This unique gift of walnut or ebony hangers with 18 KT. gold plated hooks and trouser clamps will be used and cherished for many years.

Four hangers in newly designed, gold crested gift box

ONLY \$4.00*

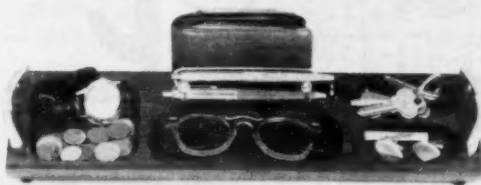
CUSTOM MAILING SERVICE Batts can handle your entire Christmas mailing list. Each box with your card enclosed, in protective sleeve, including individual addressing and mailing costs. 30c per box.

JOHN THOMAS BATTS, INC.
333 MILL AVE., GRAND RAPIDS 2, MICHIGAN

*Special executive gift price \$2.50

Parcel Post Charges Extra

Styled for Modern Living and Smart Gift Giving



Gentleman's Personal Valet

It's a gift every man shouts for when he starts the frantic round-up of his "valuables" before leaving for work in the morning. Every-

thing—pen, pencil, spectacles, keys, wallet, cuff links, loose change—compartmentized overnight in one convenient location. No searching through drawers or yesterday's suit.

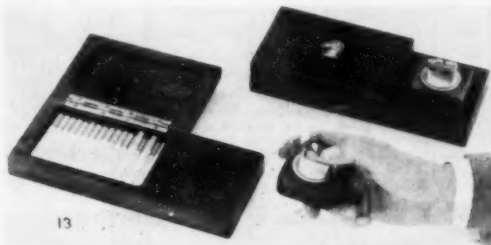
Finely carved solid walnut; 22K gold-plated handles and hardware, rubber bumpers to protect furniture tops.

RETAILS AT \$5.95

Contemporary Smoke Box

This unusual cigarette box and lighter combination is carved from a solid block of black walnut. The one-piece construction — plus Gold-on-Porcelain Medallion and Gleaming Brass Piano Hinge—stamp it as an aristocratic desk or table item. Lighter, in its own walnut base, nests in carved niche. 4 1/2" x 10 1/2".

RETAILS at \$9.95



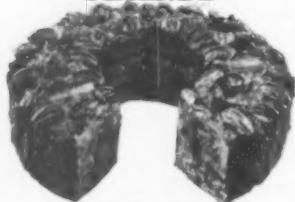
Prices are retail. Write for
Quantity Discounts and Color Catalog of Distinctive
Business Gifts.

ARTOGRAPH SALES CO.
225 Fifth Avenue, New York 10, N. Y.

FULL DETAILS . . .

. . . on quantity orders, special services, samples will be gladly supplied by advertisers. When you write to them just mention *Sales Management's Business Gift Issue*.

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World Renowned

ORIGINAL *DeLuxe*
"THAT FAMOUS
CORSIANA, TEXAS FRUIT CAKE"
... SINCE 1900

If your mouth waters for real FRUIT CAKE and you've never eaten DELUXE, you're in for a rare treat! Taste its oldtime goodness—the luscious fruits and fresh, plump Texas pecans, the richness of this delicacy. DELUXE is that "best of its kind" for those customers, employees and friends on your gift list. Baked to order, stays moist and delicious, rich in wonderful "Christmas cake" aroma. Why not order your DELUXE Christmas cakes today. You can't go wrong because: *Every DeLuxe is guaranteed the world's finest fruit cake, or your money back.*

SEND YOUR LIST—WE DO THE REST

Simply enclose your list, check or money order, and we'll ship these original cakes in oldtime Christmas tin, postpaid and insured. We will enclose gift cards for you. 2 lbs., \$4.15; 3 lbs., \$5.75; 5 lbs., \$8.95.

COLLIN STREET BAKERY

P. O. BOX 810, Corsicana, Texas

☐ Send me cakes . . . size

☐ Send cakes to enclosed list, in sizes requested.

My check or money order is enclosed.

NAME _____

ADDRESS _____

CITY _____

STATE _____



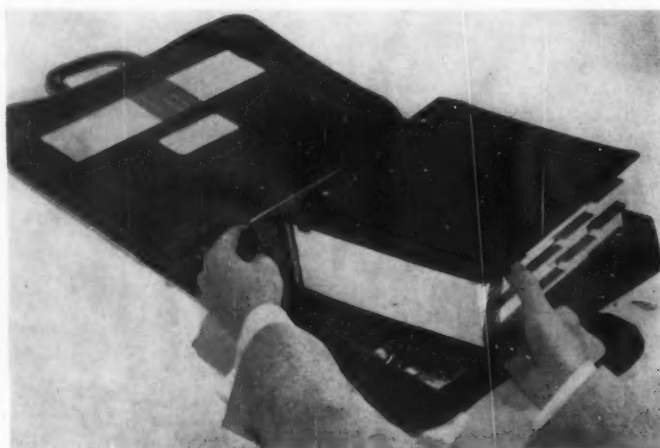
▲ THE PERFECT COMPLEMENT to either the formal, traditional setting or to casual modern decor—a 24-piece set of stainless (service for six). Made of 18/8 stainless, the Tango line will not stain, tarnish, or wear out. With hollow-handle knives: \$29.95; with one-piece knives: \$23.95. Scientific Silver Service Corp., Woodside 77, New York.



GIFT GALLERY

. . . Luxurious

(Continued)



▲ A TWO-IN-ONE gift for any salesman or executive. The zipper case, in cowhide, can be used as a carrier for the cowhide binder or as a conventional briefcase. Carrier, \$21; Binder, \$10.50. The Heinn Co., Milwaukee 4, Wis.

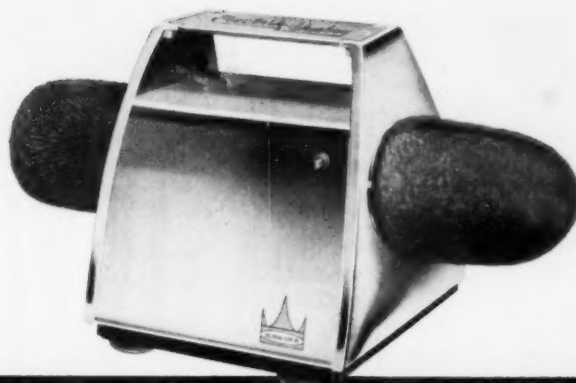
▼ **FORMAL ELEGANCE** describes the newest transistorized clock masterpiece. The clock will furnish one full year's "care-free" operation on a single flashlight battery. Specify trim: black, red. \$24.95. Semca Clock Co., Inc., 30 Irving Place, New York 3, N.Y.



▼ **PARTY PERCOLATORS** perk up any party. Hamilton Beach's new Buffet model holds 15 to 35 cups and automatically shuts off when coffee is brewed. Coffee remains hot as long as unit is plugged in. Styled in attractive chrome, the coffemaker is guaranteed in writing for five years. \$39.95. Hamilton Beach, Racine, Wis.



SEPTEMBER 10, 1961



THE UNUSUAL GIFT THAT WILL MAKE YOUR CUSTOMERS REMEMBER YOU! REGINA ELEKTRIK-SHOEBY®

For the man who has everything...a Regina Elektrik-Shoeboy! Elektrik-Shoeboy scores high as an executive gift, a dealer loader or a profit-building sales incentive. Elektrik-Shoeboy shines and buffs shoes in seconds. High-styled in snow white and ebony. Guaranteed, REGINA-engineered quality for long life. Write for details today!

**William F. Carolan, Manager, Special Accounts Division,
The Regina Corporation, Rahway, New Jersey**

**STUCK FOR AN IDEA? Check special Product
Index in the back of this issue, Page 185**



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Special GIFT OFFER
Hagerstrom
designed WEATHERVANES
AN \$11.50 VALUE
only
\$8.95 PPD.
**The Weather is
in the Wind!**



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Silhouette weather vanes make inspired gifts. Hand cut, weather proofed aluminum in a rich black satin finish. Easy to install. These beauties come in 18 different designs. About 21" wide, 28" high.



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— FOR —
EVERY
WOMAN
ON YOUR
CHRISTMAS
LIST**

the **light touch**

FLASHLIGHT

Make it the **light touch** purse-light this Christmas. The ideal gift for every lady in the dark from every gentleman who wants to give a glamorous, new and yet useful gift. Beautifully fashioned to compliment other feminine accessories—sensibly sized (like a lipstick) and sensibly priced (something like a lipstick).

Great gift for secretaries or any business gal to whom you would like to give a little gift.

✱ Incidentally, most gals carry it in their purse!



Beautifully Gift Packed to retail at \$1.95 to \$6.95... or, if you have the Midas Touch, try giving the 14K gold model encrusted with emeralds and diamonds at \$1795.00 plus tax. Write today for quantity prices and information.

**You will
find it quicker . . .**

By using the special index at the end of the book. It covers, under the proper product classification, every item appearing in the advertisements and the editorial Gift Gallery.



▲ A SELF-CONTAINED nest of tables enhance buffet suppers and snacks and are ready resting areas for ash trays, beverages and papers. Three tables to a set, \$29.95. Howe Folding Furniture, Inc., 1 Park Ave., New York 16, N.Y.

▼ MOUTH-WATERING COCKTAILS, sodas, soups, sauces and omelets are whirled to perfection in seconds by Waring's new portable electric drink mixer. Actually mixes where you serve and features a big 24-ounce capacity. In five decorator colors at \$26.95. Waring Products Corp., 114 Lake St., Winsted, Conn.



GIFT

GALLERY

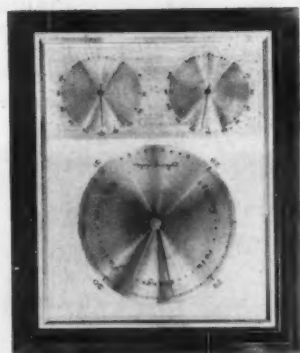
. . . Luxurious

(Continued)



▲ LIVE-BLADE SHAVING arrives with the new Stahly razor. It is a wet shaver, yet uses any double-edge blade. The product features a self-contained motor, is used without cord or current, allowing its owner to shave anywhere, anytime, \$22.50. Stahly Inc., Dept. 2, South Bend 24, Ind.

SALES MANAGEMENT



▲ **STAY ABREAST OF the weather** with a combination barometer, thermometer and hygrometer. Equally at home in office, living room, dining room or den, this Air-guide combination accessory tells weather trends, room temperature and relative humidity. \$25. Air-guide Instrument Co., 2210 Wabansia Ave., Chicago 47, Ill.



▲ **ONE FINGER** easily pulls the new Cart-Bag, called the "Special." Combines golf bag, cart, seat and club protection in one compact unit. \$32.50. Sit-N-Rest Golf Bag Corp., 631 East Center St., Milwaukee 12, Wis.

For "Out-of-this-World" Customers **NEW Moon Scale** by Continental

Gives both moon-weight and earth-weight at same time!

Remarkable new MOON SCALE makes weight-watching fun—gives both moon-weight and earth-weight—at the same time! The perfect gift for "moon-travelers," weight-watchers, your favorite nephew! Just the ticket for the man who "has everything." Easy-to-read magnified dial. Wide, low platform with astral pattern. Accurate, beautifully-styled, 300-lb. capacity. Shipped prepaid *anywhere in U.S.A.*—only \$9.95



\$9.95
postpaid



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No. 168 KNIGHT-IN-ARMOR TABLE LIGHTER

A Decorative masterpiece that gives dependable, unflinching service. Distinctive, finely crafted for home or office. Precision made in the U.S. in every detail. A mere touch of helmet visor opens lighter instantly. Beautifully finished in gleaming chrome-plate, mounted on polished black base, felt-cushioned. 7" tall.

Fully guaranteed. Individually gift boxed.

\$5.95

Add 50¢ for personalization with individual name



No. 309 INCA NUT CRACKER

The humble nut cracker acquires showpiece status. Sleek, silvery, designed to grace any table. Precisely manufactured in Switzerland of finest materials. Easy to use—simple twist of wrist applies controlled pressure to crack hardest nuts. Handsomely gift boxed.

\$3.50

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at the end of the book. It
covers, under the proper
product classification,
every item appearing in
the advertisements and
the editorial Gift Gallery.



GIFT GALLERY

. . . Luxurious

(Continued)

▼ FAST and comfortable shaves while traveling are the specialty of the new model 1066. Features shatterproof case, adjustable shaving head and handsome travel case. \$31.50. Schick Inc., 680 Fifth Ave., New York 19, N.Y.



◀ THE ART of casting is made easier with a precision-crafted reel by Shakespeare. Features no-backlash casting control, a star drag-equipped crank. Includes a vinyl zipper carrying case. \$45. Shakespeare Co., Kalamazoo, Mich.



▲ THE CASUAL mood in entertaining is supplied by the "Table To Terrace" concept in dual-purpose dinnerware. Completely ovenproof, the service fits the casual pace of summer dining. 45-piece set, \$29.99. Stetson China Co., Stetson Park, Lincoln, Ill.



▲ A COLONIAL candlestick blends beautifully with either contemporary or traditional furnishings. Styrene bottom diffuser conceals 75-watt bulb. \$37.50. Lightolier, Jersey City 5, N.J.



▲ AN OVERNIGHT business trip can be a pleasant excursion when one's belongings are kept in order and in ready-to-wear condition. Includes an easily accessible business file. \$30. Samsonite Luggage Div., Shwayder Bros. Inc., 1050 S. Broadway, Denver 9, Col.

SEPTEMBER 10, 1961

Hodgman's GIFT GALLERY

NATIONALLY ADVERTISED SPORTSWEAR FOR MEN AND WOMEN



NYLON ZEPHYR RAINCOAT

for wet weather luxury

- Handsomely styled, tailored to fit
- Made of Waterproof Horcolite Nylon
- Weighs less than a pound
- Easily cleaned with soap and warm water
- Packs in a small space - wrinkles smooth out like magic
- Color: Sand Full range of sizes

NYLON GOLF SUITS

keep players on the fairway in any weather

- 100% waterproof and windproof
- Made of Horcolite coated Nylon
- Exclusive "Action Free" shoulder gives complete freedom of movement - never binds or pulls

For Men - In turf green, putty, space blue, clubhouse red.
For Ladies - In space blue, clubhouse red.
New - Universal Pleated Golf Skirt in space blue.



For good giving - write for Hodgman's complete catalog

HODGMAN RUBBER COMPANY

Framingham, Massachusetts

HIRING SALESMEN?

*Write for a free sample of our
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In evaluating applicants for sales jobs, your company needs detailed information of the education, background, sales experience and individual characteristics of each prospective employee.

To fill this need, SALES MANAGEMENT has prepared specialized "application for employment" blanks developed from a consensus among experts on hiring salesmen. These detailed four-page forms will give you all the basic information you need on each applicant. They have been approved by legal experts as conforming to the New York state anti-discrimination law, regarded as the strictest of any state in the nation.

A free sample of this "application for employment" blank will be provided, with a price list, on request. Write—

SALES MANAGEMENT

630 Third Ave.

New York 17, N. Y.

unique

the one gift she'll
remember because
it's different, yet
practical!



Complete with
all accessories
\$540

Lady Manicure

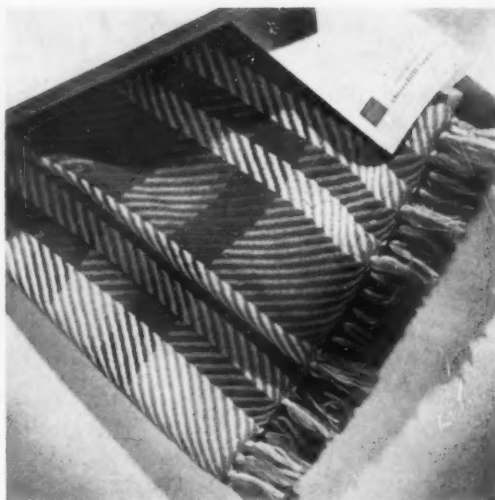
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MANICURIST & PEDICURIST**

So different, yet so practical—
Lady Manicure makes the most
unique business gift, ever!
A gift she'll always remember...
a gift she'll continue to use.
Beautifully packaged. Battery
operated. Lady Manicure gives
professional type manicures and
pedicures... in just moments.
For home, travel, office use.

Write for quantity prices and imprinting information
THOMPSON DESIGNS, INC.
125 Factory Rd., Addison, Ill.

What to Give?

See special index
of Gift Ideas—
page 185



▲ "FAMILY APPEAL" is the bonus when you send
an all-wool, handwoven couch throw packed in an
attractive gift box to enhance its appeal. \$21.95.
Churchill Weavers, Inc., Berea, Ky.



GIFT GALLERY

... Luxurious

(Continued)



▲ LIGHTNESS and strength will be appreciated in the new two suiter and
weekend luggage. Features one-piece molded construction and Palmguard
handles. The two suiter, \$42.95. Weekend case, \$24.95. American Luggage
Works, Inc., Warren, R.I.

SALES MANAGEMENT

▼ FROM THE streets of yesterday comes the Pioneer Lantern designed to fill the demand for more authentic ornamentation. Electrically wired, it requires no gas installation or fuel refilling. \$24.95. R. E. Dietz Co., 225 Wilkinson St., Syracuse 1, N.Y.



▲ AN INSTANTLY replaceable cutting system, composed of multi-blade cutters and a micro-thin shaving screen, delivers more comfortable shaves. After months of use, a new cutting system can be snapped into place. \$29.50. Ronson Corp. One Ronson Road, Woodbridge, N.J.

Gourmet Basket

Skelly's newest and finest imported basket. Filled with the best and largest fruit in season—Plus such delicious gourmet items as papaya juice, brandied kumquats, Orange syrup, Pecan halves and that delicious pecan nougat candy roll.



Gift No. 16

Bu. (as described above) \$22.50

Gift No. 16A

½ Bu. (as described above) 18.50

Gift No. 16B

Bu. (packed with fruit only) 15.00

Gift No. 16C

½ Bu. (packed with fruit only) ... 12.00

Many Other Packages Ranging In Price From \$6.00 to \$25.00
Write For Free Colored Brochure And Quantity Discounts

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P. O. BOX 766, COCOA, FLORIDA

Four Generations of Producing Quality Citrus.

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TREE-RIPENED FRUIT FROM THE FAMOUS INDIAN RIVER
DIRECT FROM OUR GROVES TO OUR CUSTOMERS

What to give? See Index of suggestion at end of this
issue, starting on page 185.

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Clearfloat Embedments in Crystal-Clear Acrylics

Items Modern as Missiles and Old as Sealife
Which Combine Practical Utility With Lasting Beauty

They answer every phase of your gift problem . . . whether for the Business Executive, for the Home, for Employees or for Special V I P lists. There's a wide range of prices, too. And they can be CUSTOM-MADE to feature your own product or identify your firm.



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CLEARFLOAT, INC.
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A gift like this is unusual only because it reflects your personal thoughtfulness in selecting it. It's practical because it's been designed for the sportsmen who appreciate the best. These are premium quality, superbly made knives with design and engineering features that set them apart from any others on the market. They're handmade of the finest materials available anywhere . . . definitely the best money can buy. They carry the famous Marble name . . . in the Marble guarantee. If you're looking for a top quality item any sportsmen would appreciate, here's a knife you can be proud to give . . . your business friends will be even prouder to own.

QUALITY FEATURES NEVER BEFORE OFFERED:

- Blade and tang are one piece, hand forged from the finest high carbon manganese cutlery steel, individually tempered, honed and polished to a razor-sharp edge.
- "Man-sized" handle . . . extra long to make handling easier and more sure, with or without gloves. Available in leather or stag handle. All handles are individually hand shaped and polished. Solid steel butt-plate gives the knife real heft.
- Sheaths are custom-made of extra heavy top grain leather embossed with Steer's Head for that added touch. All exposed leather is finished. Concealed belt loop is extra large.

A Marble knife is a gift that will last a lifetime . . . serving as a constant reminder of your good will. Marble's Sportsmen's Knives are available in a variety of blade types and sizes and are priced from \$11.50-\$20.00. Quantity orders carry attractive discounts. Write for information.



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DEPT. 433, GLADSTONE, MICH., U.S.A.

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GIFT GALLERY

. . . Luxurious

(Continued)

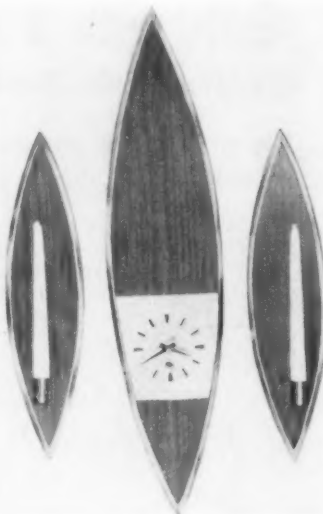


◀ THE RICH TRADITIONS of American military history are captured by this set of authentically sculptured Confederate and Union soldiers. Each 36" figure has an appropriate engraved metal plaque commemorating the Civil War Centennial. \$40 per figure. Artistic Latex Form Co., 762 Third Ave., Brooklyn, N.Y.

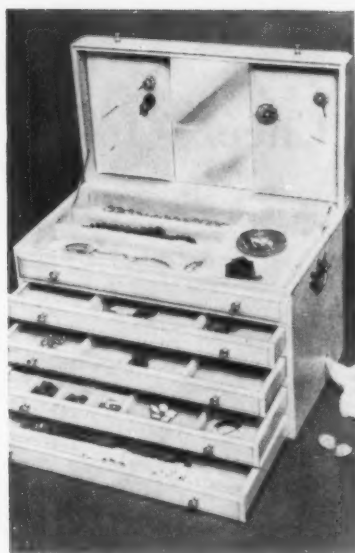
▼ AN ACCURATE, UP-TO-DATE globe map is a welcome addition to any home. The Replogle globe is 12" in diameter and provides thousands of easy-to-read reference names. \$49.95. Replogle Globes, Inc., 1901 N. Narragansett Ave., Chicago 39, Ill.



◀ AN ARTISTIC combination of walnut and golden trim gracefully present the proper time. The side sconces are complete with modern candle holders. Set, with 8-day clock, \$29.95. Haddon Products, Inc., 2066 S. Canalport Ave., Chicago, Ill.



SALES MANAGEMENT



▲ THE LARGEST jewel case on the market, containing four functionally spacious pull-out drawers, offers a classic design featuring a large beveled vanity mirror and, on either side, a soft pin cushion. \$25. Mele Mfg. Co., 366 Fifth Ave., New York 1, N.Y.



▲ GRACIOUS barbecuing is provided by the new Kompak one-piece iron cooking stove. Wide drop-shelves, rolled steel fire box, hinged draft and a full 360° swivel for the cooking area. \$31.75. Hancock Iron Works, 62 West Pike St., Pontiac, Mich.

Ingenious gift idea

Year-round sunglasses

(with new kind of lens that follows the curve of the eye)

"Spectaculars" are the world's first distortion-free wrap-around sunglasses. They let you see in all directions, while shutting out glare in a way ordinary sunglasses never do. Fog- and scratch-resistant. Shatterproof. Unusual gift—useful all year. With Continental case, for men or women, \$12.95 retail. For quantity discounts, write Rolley Co., Box 2837, Reno, Nevada.

Sport

Spectaculars for the 4 Seasons

by Rolley of France



STUCK FOR AN IDEA? Check special Product

Index in the back of this issue, Page 185



"TOP HAT" Brand

Original Tropical Creations. Rare, Exclusive and unusual. Quality unquestioned. A compliment and good taste of the giver, bringing delight and pleasure to the recipient.

Consisting of Gift Packs for any occasion, including

GOURMET SPECIALTIES,

TROPICAL TRUE FRUIT SYRUPS,

PRESERVES and CONSERVES,

FRUIT BUTTERS and SPREADS,

FANCY FRUIT in Heavy Syrup,

BRANDED FRUITS for the Epicure,

JELLIES, JAMS and MARMALADES

with items ranging from \$1.25 and up. Prepaid.

We drop ship, or we will gift wrap, enclose greeting card with name, address from your list and mail anywhere in the U.S.

Write for quotations and prices. Quantity discount to business firms.

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- TREATS IMPORTANT PEOPLE IMPORTANTLY
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- IS SHARED BY THE ENTIRE FAMILY
- LUXURY — AT BUDGET PRICES

THE PERFECT GIFT!

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ONLY \$28.00 for (9x13)

(sizes up to 24 x 30)



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Photograph,
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WINNING
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FOR GIFT
GIVING,
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INCENTIVE
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PROMOTION

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Christmas Cheer

(Continued from page 42)

Forge and Yorktown. GI Jonathan acquired a taste for the new drink.

Mustered out after the war, he began to call for it at the Eagle Tavern. No better advertising can be devised than word of mouth from satisfied customers. Ex-GI Jonathan lived in every community from Maine to Georgia.

Not long after President Washington took office, 500 stills were operating in one Pennsylvania county alone. Economic necessity drove the farmers to part-time distilling.

On the atrocious roads of those days a packhorse could carry only four bushels of grain to market. The same horse could carry 24 bushels in the form of whiskey.

Quality of the small-scale stills varied widely. Eventually "Monongahela Rye," named for the river, was a brand that had a top-ranking reputation in every cabin.

Then Alexander Hamilton stomped on a nest of hornets: As Secretary of the Treasury he needed revenue for the U. S. Government budget. It totaled \$600,000 a year in the period 1789-1812. (Today it's \$80-odd billion.) Mr. Secretary clapped a tax of 9c a gallon on whiskey! (Today the tax is \$10.50 a gallon.)

That Tarnal Tax

Pennsylvania farmer - distillers erupted into the Whiskey Rebellion. Revenue agents were tarred, feathered, chased with pitchforks. Careful, soothing arguments and 15,000 federalized militia were required to put down the revolt.

President Jefferson repealed the tax as soon as he took over. Before then the "monstrous" tax had aided development of a new kind of whiskey.

Hard feelings festered after the Rebellion. A number of distillers

joined the march over the Wilderness Road. Kentucky had no snooping tax gatherers. And in Bourbon County the emigrants found a whiskey-maker's Eden.

The county—which then covered a larger area than at present—abounded in clear springs tumbling down limestone hills. Waterpower to turn grindstones, fields to grow bumper crops were right at hand. It's no wonder a happy distiller answered the question:

"What's Heaven like? Why Heaven's a Kaintuck of a place!"

Histories of those pioneer distillers are scarce. Settlers of a new land are too busy to write much more than "D. Boone cild a Bar."

The stand-out choice of gift-givers



When the people you're thinking of require a little more than the ordinary, give the practical Detecto 'Stand-A-Way' Scale. When not in use it stands out of the way, taking only 3½" of space in depth.

For quantity discounts write:

DETECTO

540 Park Ave, Brooklyn 5, N.Y.

SALES MANAGEMENT



ZB16

... a zipper brief envelope that looks and feels like English Coach Grain leather but is better than leather ... that is guaranteed never to stain, scuff or fade ... with a Wing Sweep zipper that looks like a jeweler's bracelet ... that would not surprise you if it retailed in excess of \$5.00 ... but can be bought in quantities, heat sealed with your own trademark for considerably less than \$2.00 ... from Atlantic Products Corporation, Trenton, N. J., manufacturers of Val-A-Pak and Grasshopper luggage and the world's largest manufacturers of golf bags. Write for a sample and quotation or better yet visit our office at 385 Fifth Avenue, New York, the Merchandise Mart in Chicago or 350-D Carlson Blvd., Richmond, California.

SEPTEMBER 10, 1961

Yet the names of the Rev. Elijah Craig, Daniel Stewart, and John Hamilton are recorded as candidates for the title "inventor of bourbon." Note their Caledonian accents. Whether Scots or Ulstermen, they were experts at managing mash and malt.

They, and unknown others, had to make certain changes. Barley and rye were not as plentiful as corn on the frontier. Peat fuel, which gives Scotch whiskey its smoky flavor, was lacking. Experimenting, they gradually evolved a wholly new drink.

King Bourbon

By 1810 some 2,000 stills were at work in Bourbon County. Keelboats, rafts, and, later, steamboats brought their output to the entire Mississippi basin. Traders and trappers lugged it along Indian trails. Kegs of "red likker" gurgled in prairie schooners and Concord coaches that lunged across the empty spaces on the map.

Today, by law, at least 51% of the bourbon mash must be corn.

Rye and barley malt compose the rest. (Actually, the amount of corn is apt to be 65% to 75%. Each dis-



tiller has his secret formula, and the proportions vary.)

Distillers divide on the use of sweet or sour mash. With the sour-mash method, the distiller saves a

little of the mash each time and adds it to the new batch. It acts as a starter. Sweet mash is made from mash that is fresh each time.

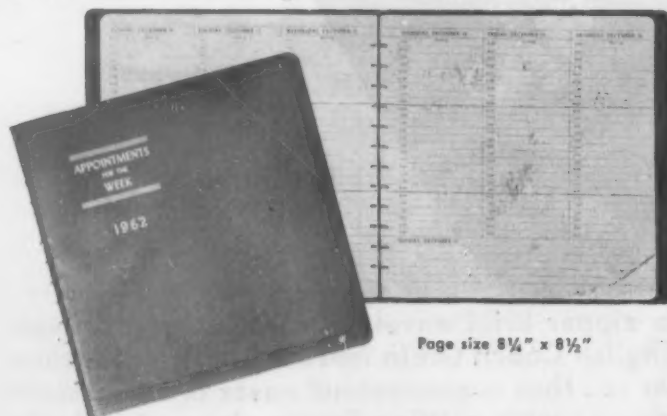
You can easily tell the two whiskeys apart, but not because sour-mash whiskey is sour. Quite the contrary. It is sweeter than sweet mash. Which is better? Whichever you prefer.

Bourbon is often confused with corn whiskey. The latter contains more corn (a minimum of 80%), and is lighter in body and color. Aged in new or charred barrels, corn has a limited sale in the South and West.

Bootleg "cawn," black sheep of the clan, should not be classed with either genuine corn or bourbon. Also called white mule, popskull, moonshine, and a dozen other names, the stuff has corn in the mash. What else it has only the bootleggers could say. And they won't. Rarely aged longer than a few hours, qualified judges have declared:

"Smells like a deceased sewer. A deep swig gives you the sensation

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\$1.25	99¢	90¢	85¢	80¢	75¢ Each

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EXCLUSIVELY BY

ADVERTISING CORPORATION OF AMERICA

HOLYOKE, MASSACHUSETTS

of having swallowed a lighted kerosene lamp. A sudden snort of it has been known to stop the victim's watch, snap his suspenders, and crack his glass eye right across—all in the same motion."

Where and when bourbon was first aged in charred barrels no one now remembers. The charcoal turns raw white whiskey brown, adds sweetness, and takes out impurities. Result: the mellow beverage in your glass.

Nothing does the job except time and barrels of Cumberland Mountains oak. Modern chemists have sought faster methods, without success. The usual aging period is four to eight years.

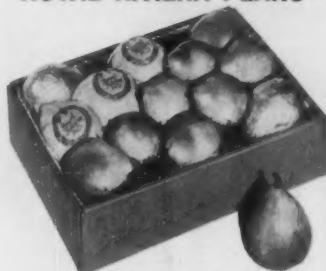
Down to this good day the South and West are bourbon territory. In addition, bonded bourbon is a leading seller in big cities and resort centers all over the nation; and for gifts it's prestige whiskey. Kentuckians buy more bonded bourbon than any other type.

Some Blue Grass folks, indeed, regard bourbon as a necessity of life. Irvin S. Cobb told of the kind-hearted distiller who sent a thrift-

Give rare, exciting gifts
by *Harry and David*
(and how folks will thank you!)



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America's rarest fruit!

If you're modest you better hide, because you'll be the victim of hero-worship when you send 'em these swoonin'-size pears. So juicy they'll eat 'em with a spoon. Never for sale in stores. Hardly 1 in 1000 has ever tasted 'em. A perfect-taste gift for anyone — ideal for fussy folks who "have everything." Beautifully boxed and with your personal greetings.

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(10-14 big pears)

ppd. \$4³⁵

GIFT NO. 2
(16-20 whoppers)

ppd. \$5³⁵

GIFT NO. 3
(20-25 smaller pears)

ppd. \$5¹⁵

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Limited memberships—unlimited thanks!

The gift that creates praise and excitement for you the year 'round! You order just once, but lucky folks you name receive a whole parade of America's finest fruits, each beautifully packaged, each with your personal greeting.

12-BOX CLUB: At Christmas, Royal Riviera Pears; Jan., Apples; Feb., Grapefruit; Mar., Royal Oranges; April, Pineapple; May, Preserves; June, Home-Canned Fruit; July, Nectarines; Aug., Pears; Sept., Peaches; Oct., Grapes; Nov., Spanish Melons.

Order Gift No. 20. ppd. \$53⁸⁵

8-BOX CLUB: Omits Mar., April, June, ppd. \$34⁸⁵

Aug. Order Gift No. 15. ppd. \$12⁸⁵

3-BOX CLUB: Christmas, Jan., Feb. treats; ppd. \$12⁸⁵

FULLY GUARANTEED

EASY TO ORDER: Send list of names plus check or M.O. (No charges or C.O.D.'s), tell us how to sign greetings.

Harry and David

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Comb. Drill and Solder Gun Kit

Packaged in a handsome attache case of simulated ostrich hide. The Shopmate Diplomat is indeed a unique and useful gift. The Model 740 CM 1/4" drill has a mirror finish and is powered by a 2,000 r.p.m. high torque motor. Included is a 13 piece drill bit set.

The Model SG-125-B, soldering gun is the new Shopmate single pole construction, that makes professional soldering so easy. There is a conical tip, prefocused sight light and trigger switch. Even a coil of solder is included in this most desirable gift set.



\$29⁹⁹

MODEL KU-147

Write for Information

PORTABLE ELECTRIC TOOLS, INC.

1200 East State Street • Geneva, Illinois

less friend a Christmas present of a baby barrel of prime whiskey.

Ten days later the recipient appeared with the empty container and an expectant look, and intimated that he could use some more of the same.

"Look here, Shep," said the distiller, "aren't you kind of crowding things a little? It hasn't been more than a few days since I gave you eight gallons of my very best."

"That's right," agreed Shep, "but Cunnel, suh, you got to remember a kag of likker don't last very long in a family that can't afford to keep a cow."

Rum: The Deposed Monarch

Seaboard business in the 18th Century revolved around rum. Rich and poor drank it, and Yankee merchants pushed its sales vigorously, for imported rum meant exports too. The reason dated back a long way.

After discovering the New World, Columbus brought sugar cane to the West Indies on subsequent voyages. The cane flourished. So did rum, distilled from cane

juice and molasses. Buccaneers of the Spanish Main were particularly fond of "rumbullion."

New Englanders began swapping salt fish, barrel staves, and



other products for rum in the late 1600's. Domestic rum production got under way about 1690 when a shipload of molasses came to Rhode Island. Boston and Medford, Mass., were quick to join in distilling.

During the next 150 years rum and the "Triangle Trade" built many a Yankee mansion. The three angles:

A New England ship carried a cargo of rum to the African Slave Coast. There the rum bought "black ivory." Those slaves who survived the voyage sold readily in the Indies Sugar Islands, where they could grow more cane. Molasses went into the hold, and the ship sailed for New England. The home-port distillery now had the material for more rum and a new triangle.

Variations of the trade covered the exchange of rum-bought slaves for Carolina and Virginia rice and tobacco.

African chieftains cheerfully sold prisoners of war or fellow tribesmen for a gallon of rum in the early days. Competition later inflated the price to as much as 250 gallons for a husky field hand.

Since the low-grade rum used in the trade cost only a few cents a gallon, merchants and shipowners piled up fortunes. Boston's Faneuil Hall, for instance, was built with



executive PEN STAND with RADIO
No. G-1136
An "executive" gift for the business man or woman... the perfect accent for any desk. Has a powerful 7 transistor radio with crystal clear tone... convenient station selector and volume control... with speaker, earphone and batteries. Also includes two pen holders (pens not included), 4"x3 1/2" cigarette box and metal name plate (we do not engrave name plates). Color: Black only. O/A size 12" long x 2 1/2" high x 6 1/4" wide. **A \$49.95 value 38.88 ea.**

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INDIA DAGGER
India's "Gift Unusual" for the knife collector, fisherman, hunter or as a conversation piece letter opener for the desk. Has an exotic fish shape with intricate hand carved walnut sheath and handle... trimmed in gleaming brass. 8" long stainless steel blade.
A \$12.50 value. No. G-543 4.49



"FISH" KNIFE
HUNTING DAGGER — With hand carved walnut sheath and handle. Trimmed in glowing brass. Has 6" blade. Overall length, 8". A never-to-be-forgotten gift.
No. SG-542 2.49



3-pc. CARVING ENSEMBLE
A gift he can give to his favorite hostess. Has hand carved walnut case. Gleaming brass trim adds beauty and strength... solid brass legs give proud display. Large carving knife (8" blade) and meat fork lock into case. O/A length 18".
Specially priced for Holiday Giving.



bronze BAR ACCESSORIES
Truly impressive imports from the Far East... each set an unusual gift to flatter any bar. Of solid, golden-toned bronze with ebony-black buffalo horn handles. Bronze handle tips have "God of Longevity" in bold relief. An executive gift that will long be remembered. Each set gift boxed.
2-PIECE SET — A "king" size bottle and can opener. No. T-1291... 3.88 SET
4-PIECE SET — Has gleaming, golden ice tongs, can opener, double jigger and bottle opener. No. T-1296... 8.50 SET

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featuring art and decor items from entire world. Primitives from Africa, brassware from India, glassware from Italy, fantasies from the Orient, etc. All **BUDGET PRICED** for You.

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hand carved African SHOE HORN and BACK SCRATCHER
A pair of unusual gifts for the executive or employee. Hand carved by the natives of Nairobi. Each piece hand rubbed and polished to bring out all the beauty of the natural wood grain. Each a king-sized 14" long. Choose one or both at our low import price.
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palley's

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slaver profits. The Hall later rang with Abolitionist denunciations of Southern "slavocrats."

Rum for home consumption came in two grades. The cheaper "Kill-Devil" was locally made and retailed for 8c a quart. Indentured servants, slaves, and the very poor drank it. Even less expensive was a mixture of rum, molasses and gin called "Whistle Belly Vengeance" or "Whip Belly Vengeance"—its quality indicated by the name.

The upper classes drank properly aged Jamaica or full-bodied New England. Prices might be 12c a quart. A jug of rum flanked by a box of sugar and a pitcher of water was in every house. Hundreds of taverns sold nothing else.

Dozens of recipes were used for flips, toddies, slings, and punches, both hot and cold. Flips' burned, slightly bitter flavor was the universal favorite.

For it, two-thirds of strong-brewed beer was mixed with one-third rum, sugar to taste. A red-hot loggerhead—an iron poker ending in a round knob—was stirred in the mixture till it creamed.

THE NAME GIVES ASSURANCE OF ITS EXCEPTIONAL QUALITY AND EATING PLEASURE

Famous Old New Orleans Recipe

Beautiful Litho Tins

80% Costly Fruits and Nuts (By Weight)



Rich, chewy, truly dee-li-cious. Delight for family and friends. Its selection as a Business Gift evidences your discriminating taste for presenting the superb.

Surprisingly low prices for such deluxe quality. 2-lb. \$3.10; 3-lb. \$4.25; 5-lb. \$6.25, Ppd. On Minimum of four (4) cases (packed 12/2's; 12/3's; 3/5's to the case) to one address the prices are \$2.25; \$3.35; and \$5.30 per case, respectively. Ppd. Individual shipping cartons supplied on request.

May we mail for you from your gift list? Your card, or ours, appropriately enclosed.

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- ★PREMIUMS ★PROMOTIONS
- ★PRIZES ★TOURNAMENTS
- ★GIFTS ★PERSONAL USE

Your name or the name of your Company, Product, Salesman, or Customer. Up to 13 letters and spaces on each side of ball. Company trade mark can be stamped in place of symbol (see photograph) at additional cost.

All balls are manufactured in our own workshop in Stanton. We employ the finest materials and most competent manufacturing techniques.

Bartsch golf balls rank with the best on the market, and the price is right.

For full details and price list, write to:

THE BARTSCH COMPANY
P. O. BOX 115 STANTON, N. J.



The Finest Screwdrivers Ever Made!



An Outstanding Man's Gift — With Lasting Usefulness

You can't go wrong with this truly handsome matched set of 4 unique Bridgeport Cushion Grip Screwdrivers. They feature super comfortable rubber grips for extra turning power and highly polished chrome plated alloy tool steel blades with precision ground points. Beautifully packaged in rich red gift box with gold platform and clear acetate cover. Highest quality throughout. A gift you will be proud of.

Write for further information on No. 2705 and other Bridgeport quality hand tools.

SET NO. 2705
Reg. Retail \$5.50

Gentlemen: Please send more information on No. 2705

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Company _____

Address _____

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THE BRIDGEPORT HARDWARE MFG. CORP.
Bridgeport 5, Conn.
Subsidiary of PUR O LATOR Products, Inc.

Somewhat fancier was the "Yard of Flannel," guaranteed to keep you warm on the coldest night. It required cider, rum, cream, beaten eggs, spices, and a sizzling loggerhead to heat the quart mug.

Taverns kept dozens of loggerheads warming in the fireplace for quick service. Whigs and Tories, or Locofocos and Barnburners, might snatch up these handy tools to settle political arguments. Landlords did not approve of patrons thus becoming "at loggerheads."

Rum consumption mounted from 2½ gallons per capita in 1792. In 1829, for every man, woman, and child of the 20,000 residents of Albany, N. Y., 10 gallons a year were sloshed down.

After the Triangle Trade collapsed, rum rapidly slid downhill. Tidewater people and sailors continued to drink it for a while. But whiskey spread East as well as West. The frontier set the custom for those who came later. And the frontier drank whiskey. That pattern holds today:

Bourbon preferred, then rye;

with, in time, a limited amount of Scotch, Canadian, and Irish.

What Is Whiskey?

Everybody knows that whiskey is a distilled alcoholic beverage. John B. Everybody, however, is a



little vague as to how it's produced, and the differences among the various kinds.

To make whiskey you start with: Grain, finely ground, mixed with pure water, and cooked into a

mash. Some of the grain is "malt," which may be any grain but is usually barley that has been soaked in water, allowed to sprout, and then dried. Malt transforms the natural sugars of the other grains into fermentable sugars. No actual sugar is ever used in legal whiskey.

After the mash cools, yeast is added to induce fermentation. The yeast splits the sugar molecules into alcohol and carbon dioxide gas. The alcohol stays in the liquid, and the gas bubbles away. What's left is called "distiller's beer."

Now actual distilling begins. Object: to produce a stronger drink by extracting the water from that beer and keeping the alcohol.

It can be done because water boils at 212° Fahrenheit, while alcohol boils sooner—at 176°F. A boiling liquid becomes vapor which rises.

In the still, heat of above 176° F. but below 212° vaporizes the alcohol. This vaporized alcohol passes into a cooled copper coil and is condensed back into a liquid. Most of the water stays behind.

Give a lifetime of pleasure!

① THE COMPANION

(illustrated) Model No. 211

**PLAY-ON-SIGHT
ELECTRIC CHORD
PORTABLE ORGAN**

Compact, easy to carry, complete with beautiful 2-tone CARRI-CASE. Feature-filled Portable—with 28 Numbered Keys, 12 Chord Panel, precision-crafted Stainless Steel Reeds. Retails for **\$59.95**

AS EASY TO PLAY AS A-B-C
— NO LESSONS NEEDED!

② THE COMPOSER

Model No. 221 (not illustrated)

**PLAY-ON-SIGHT
ELECTRIC CHORD
SPINET ORGAN**



Handsomely styled, magnificently finished—with 37 Numbered Keys, 24 Chord Panel, precision-crafted full size Stainless Steel Reeds, Volume Control. A truly distinguished gift! Model No. 221 Retails for **\$99.95**

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or any other gift-giving occasion!*

③ MEMO-PARK



YOUR COMPANY NAME
OR TRADEMARK HERE

"Set It and Forget It"

Reminds everyone when it's time to put another coin in the parking meter... take a pill... make a call... make a train. You'll be thanked every time it buzzes!

Retails for **\$3.95**

Equally effective for Premium Promotions, Sales Incentives and Contest Prices.

Organs can be drop-shipped to individuals.

Estey
SINCE 1840

ELECTRONICS, INC., Dept. SM-9, 59 HEMPSTEAD GARDENS DRIVE, WEST HEMPSTEAD, N. Y.

What drips out of the coil is new whiskey. Colorless, it has at this stage a repulsive taste and smell. Aging is needed before it is presented to Men of Distinction.

How long should a whiskey age? Some people think the longer the better. Leading chemists say:

"Whiskey improves greatly for the first four to six years of storage. Thereafter the improvement is slight, and after 10 years is negligible. Scotch and Irish whiskeys, however, seem to improve slightly for a few years longer. Very old whiskeys are high priced because of evaporation losses and warehouse and overhead charges."

Maximum Proof

Distilling may be repeated until all the water is taken out. You'd then have pure, 200-proof alcohol. It's seldom made, even for medicinal purposes. Legal maximum distilling proof for American whiskeys is 160. Usually the figure is much lower. Here's why:

Some impurities are carried over with the alcohol, minute quantities



**He doesn't
have everything
if he doesn't
have a
Bretford
SMOKE OVEN**

Choose something different, something that your customer will enjoy and remember. Give the Smoke Oven by Bretford . . . let him discover the art of smoke cooking. This is an outdoor accessory that anyone would want . . . perfect for family parties, picnics, and beach outings. The ideal companion on fishing and hunting trips . . . smoke your meats as you catch them, lets you bring them home without spoiling. This exciting concept in outdoor cooking is available for only \$39.95, freight pre-paid. Equals charcoal broilers selling for \$79.95 and up. Order these glamorous, attention-getting gifts now. Impress your customers with a gift that will give them and their families years of enjoyment.



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Dept. CC-1

**STUCK FOR AN IDEA? Check special Product
Index in the back of this issue, Page 185**

Gifts of Texas' Finest Seedless Citrus

*Introduce Your Friends to
Something New in Fruit Enjoyment
Tree-Ripened Texas Oranges*

REDBLUSH GRAPEFRUIT!

Help your friends discover deliciously different Redblush seedless Grapefruit, tree-ripened in our own Texan Groves. Once they see and taste it, they'll know it's not the pink meat variety. The luscious red meat blushes through the outer skin to impart the distinctive identifying color. A truly quality fruit—Successfully grown only in the Lower Rio Grande Valley of Texas.

Surprise and delight them with this Texas treat. Mail your list of names and addresses now for delivery when you desire. **SATISFACTION GUARANTEED.**

Orders should be in by Dec. 10 for guaranteed Christmas delivery. Unusual containers. All sizes and prices. Write today for illustrated brochure and prices.



Colorful imported Mexican Fiesta basket, handwoven of bamboo. Perfect for picnic and many other uses. Half bushel filled with all Redblush (10RX), all Navel oranges (10NX), or mixed (10RXNX). Basket, with all fruit gift-wrapped, shipped in protective outer carton.

Delivered anywhere in U.S., express prepaid, for only—
*\$7.50 in State of Texas **\$8.95***

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P.O. BOX 1172, HARLINGEN, TEXAS

Tel: GA 3-7050

G. C. Hough, Owner—Specializing in Fruit Gifts since 1927

Ref: First National Bank, Harlingen, Texas

with jawbreaking chemical names. The higher the distilling proof, the fewer impurities and the lighter the body. But it's these impurities that provide body, flavor, and aroma.

Liquor men wince at the sound of "impurities." They prefer "congeners," the scientific term, as having more sales appeal. Congeners in your highball are, of course, as beneficial as the bacteria that give flavor and fragrance to good cheeses.

Straight whiskeys are generally distilled at 115 to 140 proof. Grain neutral spirits — distilled at 190 proof or more—are so refined they are tasteless, odorless, and light bodied. As such, they merely supply background for blends of the lower proof, and zestful, whiskeys.

"Proof" is a word that mystifies John Everybody. He reads the label on a fifth of Old Mellow, "100 proof," and perhaps concludes, "Must be 100% alcohol. Powerful stuff." John is wrong. A proof of 100 means 50% alcohol and 50% water.

The term was once "gunpowder proof." To test the strength of liq-

uor, old-time distillers poured it on gunpowder and struck a match. If the liquor blazed up, it was too strong. The proper strength would



burn slowly with the powder in a blue flame.

Mixing 50% alcohol with 50% water gave a slow, steady flame. So that strength was considered perfect, and was called "100 proof." Alcohol with no water is, to repeat, 200 proof. Spirit hydrometers have

replaced the gunpowder test. But we still speak of "proof."

All distilled liquors must have the proof on the bottle. Divide by two to get the percentage of alcohol.

While distilling removes water from alcohol, drinkers may put it back. Some convivia do and some do not. In the latter class, Sir Robert Bruce Lockhart, an authority on Scotch, once said:

"Soda or water with Scotch is an abomination, and degrades both the spirit and the soul. Your true connoisseur abides by the old saying:

"There are two things a Highlander likes naked. And one of them is whisky."

(Sir Robert spelled it "whisky," without the "e." North of the Tweed that is correct. Scots are thrifty, saving even letters of the alphabet. Elsewhere it's "whiskey.")

Plenty of gentlemen South of Mason & Dixon's Line endorse Sir Robert's anti-water sentiment. Some of them go so far as to close their eyes before lifting a toddy because:

Best business gift or premium yet!

Langley
FISHERMAN'S

DE-LIAR

Quantity discounts now available for the first time. Personalized with your firm name or trademark. Write today for quantity prices for Christmas delivery. Langley Corp., Dept. 8, 310 Euclid Ave., San Diego 12, Calif.



WEIGHS & MEASURES FISH!

Model 208 weighs to 8 lbs., measures to 24 inches. Proves the "big ones" — and helps comply with game laws. Regular retail price \$2.00.

"The sight of good liquor, suh, makes my mouth water, suh, and I don't like to dilute my dram, suh."

Meanwhile, back at the distillery, diluting is entirely proper. No whiskey comes to you at the same proof as it runs from the still. At barreling and again at bottling it's reduced in proof by adding pure water. Otherwise the proof would be too high for enjoyable quaffing. Since most people prefer a light, mild drink, 86 to 100 proofs are the best sellers.

The summary on page 172 gives distilling and bottling proofs for all types of whiskeys.

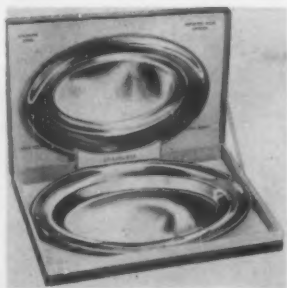
Government regulations state exactly what the types are:

"Neutral spirits" are distilled from any material at or above 190 proof, whether or not this proof is later reduced. "Grain neutral spirits" are from any grain — corn, wheat, rye, etc.

Just plain "whiskey" is made from any grain at less than 190 proof. It's the poor relation of the family, and is the lowest priced.

To qualify as "straight whiskey" the distilling proof must be no

SWEDISH STAINLESS PLATTERS



Luxurious stainless serving trays for those who appreciate beauty in design and the ultimate in craftsmanship—for those who insist on utility and function. These extra heavy weight serving platters are made of the highest quality 18/8 Scientific Stainless, flawlessly formed and finished.

Pair of gift-boxed (sizes 15" and 13"—
Retail \$15.95/set.

YOUR COST IN QUANTITIES

1-12, \$9.57 13-24, \$9.77 Over 25, \$7.97
Larger sizes also available. Write for brochures.

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SEPTEMBER 10, 1961



Webster's Old Fashioned COFFEE MILL

If You Want to be
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3 Times a Day

A limited but faithful reproduction of the old mill that graced the General Store of yesteryear.

The memories of the old mill haven't diminished, the romantic sound of coffee grinding hasn't been forgotten, the celestial aroma of fresh ground coffee hasn't changed a sniff in all these years. Now, here is your chance to make a lasting impression.

The mill is an attractive red, trimmed in gold . . . a well proportioned 11 1/2 inches high, wheels 7 inches in diameter, precision built to last. A simple thumb screw adjusts the grinder to your choice of grind.

Choice blends of fresh roasted coffee beans are available at most modern food stores now.

Mailable in neat carton.

PRICE
\$32.95
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THE HOUSE OF WEBSTER
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LEATHER from ITALY

DESK ORGANIZER
for home or office

A most exclusive prestige gift. Made by hand of rich mahogany colored Florentine leather with moire lining. Hand rubbed, laced and fitted. In all our travels we consider this a real find!

Other Items: Complete desk organizer (20 1/2 x 13 closed) for only \$13. Desk Ade memo pad (6 x 8 3/4 closed) with magnetic pencil, \$4.50. Tel-O-Pad (11 1/2 x 8 1/2 closed) with magnetic pencil, \$5.50. Illustrated material on request. Place orders early!

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25 to 50.....20%
50 to 100.....25%
100 up30%

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Phonette—a personal telephone directory that's always where you want it—under the phone. A most handsome Christmas gift. To open, merely press desired letter and pull out tray. Phone holds Phonette firmly in position. Rubber pads prevent marring. Each page easily removed for typing. In Bangkok teak or American walnut. \$9.95.

Write for special quantity purchase prices.



International Designers Group
231 10th Avenue, New York

*Patented

higher than 160. Hence, straights have character and taste that sets lips smacking. If 51% of the mash is rye or corn, then it may be labeled, respectively, "straight rye" or "straight bourbon."

"Blends of straights"—either all rye or all bourbon—combine the flavor of one whiskey with the body of another, and the bouquet and smoothness of others. They contain no neutral spirits.

Quite different is "blended whiskey," also called "whiskey, a blend."

Legally it may contain as little as 20% of straight whiskeys, with neutral spirits supplying the other 80%. Those whiskeys may be both rye and bourbon. In practice, the proportions are about 35% to 40% straight whiskeys, and the rest neutral spirits. Proof at bottling must be at least 80, though 86 is usual.

Liquor advertising, naturally, stresses the whiskeys in a blend. They are "elegant," "silken smooth," "slow aged." There's not much to trumpet about the pure neutral spirits, except to state their precise percentage, as the law directs.

Blenders, who are skilled artists, "marry" whiskeys to obtain an entirely new product. One whiskey



may be picked for heartiness; another for subtle flavor; and so on. All of them harmonize with the neutral spirits, which give lightness. Blending assures a brand that is exactly the same, year after year.

Demand for light-bodied drinks led to blending many years ago. Before Prohibition fully 70% of all whiskey sales were in blends. During the Dry Era, bootleggers "cut" liquor with everything from water to embalming fluid. After Repeal, blends slumped owing to the mistaken belief that blending and cutting are identical.

Shortages during and after World War II brought new friends to blends. Dealers had nothing else. And drinkers discovered that mixtures were hmmm-hmmm, not, bad. Not bad at all. In 1947 blends represented 92% of all whiskey sales.

With larger stocks of matured whiskeys on hand, this percentage has gone down.

The public has a peculiar quirk about blends:

Nearly all the "rye" ordered at bars and package stores is actually a blend of rye, bourbon, and neutral spirits. Most drinkers would yelp if served genuine, heavy-bodied rye.

People who enjoy "straight rye" or "bonded rye" must ask for it in

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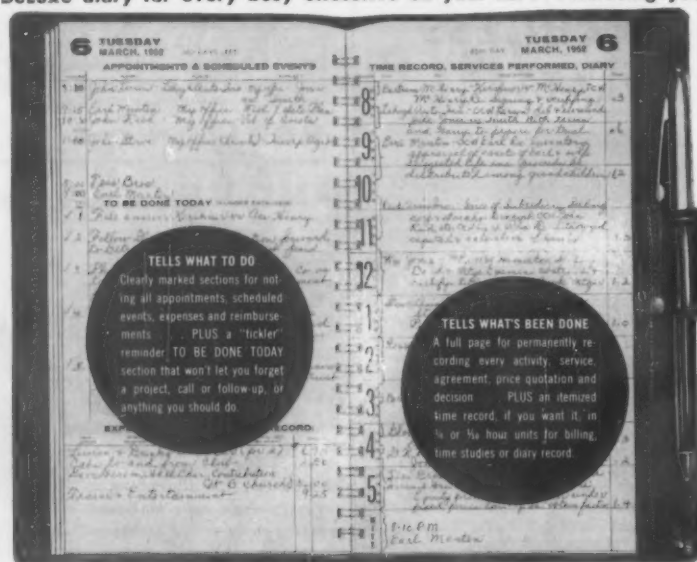
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SALES MANAGEMENT

those words, or by brand. In Maryland and Pennsylvania they know the difference. There it's unpatriotic to quaff anything except the true descendant of Old Monongahela.

Dixie and the West are apt to miscall all blends "bourbon." Thus the identical bottle of "rye" in New York is "bourbon" in New Orleans. Yet there is no attempt to deceive. Labels do not pretend that neutral spirits plus several kinds of rye and bourbon is anything except a mixture.

How did this common error start? Probably because blends were not developed until preferences had become fixed. Then people began to think of a blend as whatever they were used to. Bartenders and liquor dealers didn't—and don't—argue with customers.

Self-styled connoisseurs are a bit hoity-toity over blends. They prefer straights, particularly bottled in bonds. Bonded liquor is either rye or bourbon that is:

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Before bottling, the proof is brought down to 100, for during aging some of the water evaporates and the proof goes up. If reduced to 86 proof, it may be sold as "straight" rye or bourbon. Only 100-proof whiskey may be called "bonded," and it pays a higher tax.

An unbonded, 86-proof straight may be as good as or better than a 100-proof bonded. Catering to the trend to lighter drinks, most liquor companies are now offering customers both types.

But one distiller urges customers to buy his 100-proof bonded and



add their own water. "Why," he argues with some reason, "pay for hauling water from my still to your house?"

Scotch

Scotch is a blend of malted barley whiskeys ("malts") and grain whiskeys, mostly corn. Light-bodied corn whiskeys constitute

50% to 70% of the mixture. But the flavor comes from the heavy-bodied malts.

Straight malt whiskeys have been distilled in Scotland for centuries. Barley alone goes into the mash. Before that stage the water-soaked sprouted malt is dried over peat-turf fires. For three or four days thick peat smoke billows through the malted barley. You taste this smoke across an ocean in space and years in time. Scots swore by the emphatic flavor of unblended malt whiskey. James Hogg, 18th Century poet, summed up the national view:

"If a body could just find out the exact proper proportion and quantity that ought to be drunk every day, and keep to that, I verily trow that he might live forever; and doctors and kirkyards would go out o' fashion."

Up until 1853 hardly a drop of Scotch was sold outside of Scotland. People of other countries found it too rugged. In that year Andrew Usher (his firm is still in

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business) decided to blend malt and grain whiskeys. He sought a smoother, milder beverage.

English buyers sipped cautiously at first, and then placed orders. Here was a mixture with a crowd-pleasing flavor. Other distillers followed Usher's lead. With the passing years, blends have become progressively blander. And sales have gone up all over the world.

Straight malts are no longer marketed commercially, to the sorrow of tradition-loving Scots. Blends exceed 4,000, all based on the product of some 130 malt distilleries. Blending, of course, stretches the malt supply.

As many as 50 malts and half a dozen grains may be used in one brand. No two malts are exactly alike. The four general types are named for the areas where they are made: Highlands, Lowlands, Islay, Campbeltown. Glenlivet and Speyside, in the Highlands, produce the costliest and best, experts say.

Mash of the grain whiskeys with which the malts are blended contains more than 80% corn. Distilled at a high 180-186 proof, the

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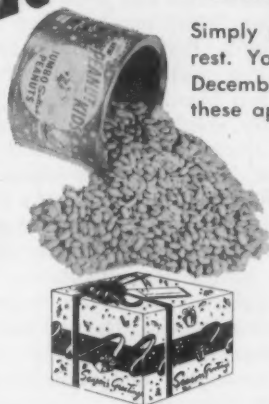
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corns are almost colorless, tasteless, and odorless. In this they resemble neutral grain spirits, used for blending with rye and bourbon.

The two should not be confused. Grain whiskeys—unlike neutral spirits—are aged for at least three years, and are true whiskeys. After marriage with aged malts, the blend goes back into barrels for still more maturing.

All Scotch exported to the U. S. must be at least four years old. In practice, the malts are apt to be much older. Labels will tell you

how much more. Premium brands may be 20 or even 40 years old. Proof also appears on the label; 86 proof is usual.

A label will *not* specify the proportion of malt and grain whiskeys. Neither British nor American laws require it. Better brands contain a higher percentage of aged malts.

When blending is done in this country, employing American neutral spirits, the blend must be called "Scotch-type" whiskey. A few heretics claim this is as good as the made-in-Scotland brands. Such infidels had better stay away from anyone wearing kilts.

Prohibition helped to popularize Scotch in the U. S. The real McCoy was superior, when it could be had; and even poor imitations became fashionable.

Higher priced than domestic blends, Scotch is now drunk mostly in cities and resort centers.

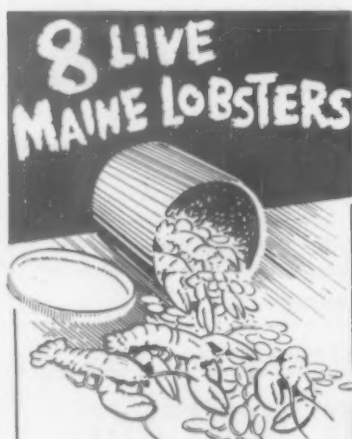
Irish

Like Scotch, Irish whiskey is distilled from a mash of barley malt. Contrary to a popular misconception, potatoes are never used.

Scotch's smoky bouquet and taste are missing from Irish. Its malt is dried out in kilns where the smoke cannot reach the grain particles.

This nonsmoky drink is marketed in two types: straight and blended. The straight is full bodied, full flavored. The blended is a much lighter drink. Straight malt whiskeys are distilled at about 140 proof. The grain whiskeys for blending are distilled at 180 to 186 proof.

Aging—as for Scotch—is in barrels that formerly held sherry wine.



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SALES MANAGEMENT

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A magazine campaign by a group of Irish distillers is endeavoring to get all-year customers. "Irish coffee" is a valuable part of the campaign. Thousands of travelers first met the drink at Shannon Air-

port. It consists of hot coffee, sugar, jigger of whiskey, whipped cream.

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Canadian

Neither rye nor bourbon, Canadian is a distinctive blended product. Rye, corn, malted barley, and sometimes wheat go into the mash. No one grain predominates.

Distilling is at a much higher proof than for American whiskeys, with redistilling making further refinements. Aging in charred oak casks is for a minimum of four years. Leading brands are six years old or more. Proofs vary from 86 to 90.4.

Canadian government officials check every step of production, but they permit the distiller more leeway than in this country. He is not limited as to the proof at which he must distill, how and when to

blend, or what grains to use. He is supposed to know his business better than the government agents. Each distiller has his private formula.

Light in body and color, Canadian sells best in cities.

While widespread popularity is comparatively recent, Canadian whiskey is about 100 years old. Farmers started to distill their own grains for home consumption (Canadian winters are cold!). Gradually, farming became secondary with certain families as the fame of their brands grew.



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Minimum aging period: straight whiskey, 2 years; neutral spirits, not aged.

Straight Whiskey

Main areas of production: Kentucky, Illinois, Maryland, Indiana, Pennsylvania, Tennessee.

Ingredients (legal minimum standards): any whiskey not blended with neutral spirits or other whiskeys.

Distilling proof: under 160. Usual marketing proof: 86 to 100.

Minimum aging period: 2 years.

Bourbon

Main areas of production: Tennessee, Kentucky, Illinois, Indiana.

Ingredients (legal minimum standards): 51% corn, 49% malt and rye mash.

Distilling proof: under 160. Usual marketing proof: 86 to 100.

Minimum aging period: 2 years.

Rye

Main areas of production: Western Pennsylvania, Maryland.

Ingredients (legal minimum standards): 51% rye, 49% malt and corn mash.

Distilling proof: under 160. Usual marketing proof: 86 to 100.

Minimum aging period: 2 years.

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Main areas of production: Kentucky, Illinois.



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Distilling proof: under 160. Usual marketing proof: 86.

Minimum aging period: 2 years.

Canadian

Main area of production: Canada.

Ingredients (legal minimum standards): malt, rye, corn, wheat.

Distilling proof: not specified by law. Usual marketing proof: 86.8 and 90.4.

Minimum aging period: 4 years.

Scotch

Main areas of production: Scotland, Highland and the Lowlands.

Ingredients (legal minimum standards): Highlands: 30% barley malt whiskey. Lowlands: 70% grain whiskey from mash of malt, corn, rye.

Distilling proof: Highlands: 140-142. Lowlands: 180-186. Usual marketing proof: 86.8.

Minimum aging period: 4 years.

Irish

Main areas of production: Ireland, both Northern and Eire.

Ingredients (legal minimum standards): barley malt, and also rye, oats, wheat mash.

Distilling proof: 140. Usual marketing proof: 86.

Minimum aging period: 4 years.

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Token of sentiment and good luck, from the Orient, perfectly cut and hand polished, encircled in gleaming 14K gold, wear as pendant or charm bracelet. Weighs 10 carats, approx. 1"

\$10.00
ppd

Genuine

SMOKEY TOPAZ

Genuine topaz-quartz in beautiful brown shade. Hand polished, to reflect its many facets. Bold and unique accessory to wear as pendant, or on charm bracelet. In 14K gold mounting. Weighs 20 carats, approx. 1"



\$10.00
ppd

Quantity prices available on request. Send for sample hearts at 20% off list (\$8.00 each). Money back guaranteed. Gift packed. Mail orders promptly filled.

WRITE FOR CATALOG

Nationally advertised in Vogue, Harper's Bazaar, Mademoiselle, Glamour, Esquire, and many other publications.

INTERNATIONAL GEM CORP.
15-S Maiden Lane, New York 38, N. Y.
Buy direct from importer.

GIFT

GALLERY

... for Special Occasions



▲ A PEN AND PENCIL set in 14k gold is styled for the man who demands the finest. Carries a life-time mechanical guarantee. \$50 each instrument. A. T. Cross Co., Providence 5, R.I.

◀ CHOW WAGONS return with the luxurious Hi-Lo Matic push-button outdoor cooker. Charcoal is ignited with a touch of the finger—another button activates the rotisserie and a third controls the cooking light. Foods can be timed to achieve exact tenderness and flavor while the chef engages in other activities. \$89.95. Union Steel Products Co., Albion, Mich.

SALES MANAGEMENT



NEW EXCITING KITS FROM CONSOLIDATED TOOL CO.

For your discriminating customers
who need distinctive gifts,
incentives, dealer loaders, better
premiums for men or women.

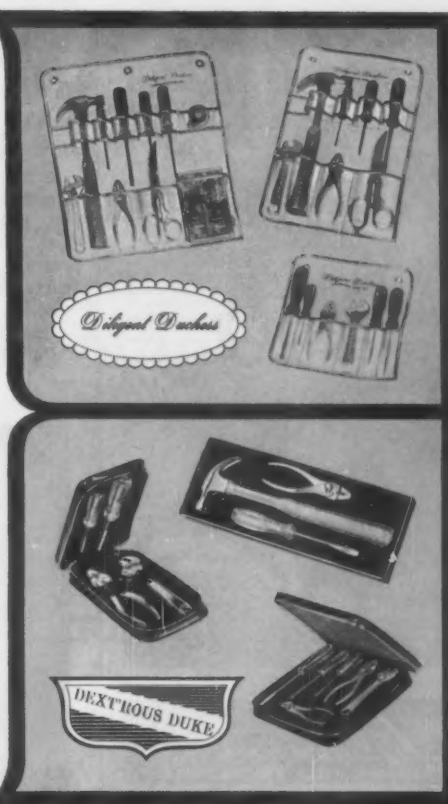
In sparkling chrome or lustrous 24K
gold plate, these finest-quality tools
and accessories are packaged in useful
combinations, in elegantly practical
kits and presentation boxes. Metallic
flecks in the tough, clear plastic
handles match the plating, making
them the most glamorous, rugged
premiums you've ever seen.

You can order them in sets or
singly, in standard or customized kits
...tailored to your requirements.

(Budget Conscious? Let us
know your price range and quantities.

We will quote on work-a-day
tools and kits, neatly packaged.)

For full information, write to:
CONSOLIDATED TOOL COMPANY
2209 Santa Fe Ave. • Los Angeles 54, Calif.



HIRING SALESMEN?

Get free sample of our specialized application blank

In evaluating applicants for sales jobs,
your company needs detailed information
on the education, background, sales ex-
perience and individual characteristics of
each prospective employee.

To fill this need, SALES MANAGEMENT
has prepared specialized "application for
employment" blanks developed from a
consensus among experts on hiring sales-
men. These detailed four-page forms will

give you all the basic information you
need on each applicant. They have been
approved by legal experts as conforming
to the New York State anti-discrimination
law, regarded as the strictest of any state
in the nation.

A free sample of this "application for em-
ployment" blank will be provided, with
a price list, on request. Write—

SALES MANAGEMENT

630 Third Ave., New York 17, N. Y.

NEW LUCITE GIFTS



- Practical
- Attractive
- Unique

Searching for an outstanding executive gift, sales incentive or award? Present your company trademark or product brilliantly preserved in crystal clear Lucite. Please write for complete information on the many attractive and practical items in this distinguished line.



V.H. Blackinton & Co., Inc.
ATTLEBORO FALLS, MASSACHUSETTS

Florida's Finest

ORANGES
GRAPEFRUIT
TANGERINES

Grown and Packed by us
in Art Decorated Gift
Boxes

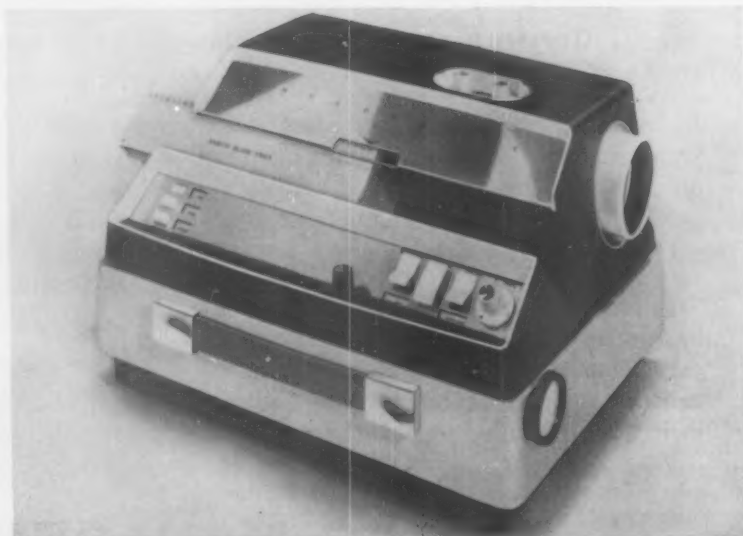
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Our 20th Year of
Satisfactory Service

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GROWERS & PACKERS, Inc.
PIERSON, FLORIDA
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▼ THE NEWEST IN DRILLS: cordless electric drill completely independent of conventional power outlets and extension cords. Uses rechargeable power cells. Shock-proof feature allows the drill to be used in damp surroundings. With power cells and charger, \$59.95. Black & Decker Manufacturing Co., Towson 4, Md.



▲ EXCLUSIVE TWO-WAY SLIDE editing is offered in the Anscomatic slide projector. It automatically projects 2" x 2" slides in any type of mount (glass, cardboard, metal), and features single-slide projection up to 2 1/4" square. Automatic, auto-time and manual controls. The projector comes with remote control cord. Under \$120. Ansco, Sales Department, Binghamton, N.Y.

SALES MANAGEMENT

GIFT GALLERY

... Special Occasions



▲ THE TRAPPINGS OF GOLF are contained in a carry-all bag of red kangaroo leather. The sportsman carries conveniently the additional paraphernalia right to the clubhouse. \$72. Wilson Sporting Goods Co., 900 Prudential Plaza, Chicago 1, Ill.

▼ IT'S CONVERTIBLE. New, miniature, all-transistor radio, Zenith's Royal 50C, slips into its auxiliary speaker cabinet for rich, full-table radio tone indoors. It detaches for on-the-go outdoor service as complete, shirt-pocket size set. Plays up to 75 hours on two standard penlite batteries. Complete with auxiliary speaker cabinet, \$44.95 less batteries. Zenith Sales Corp., 6001 West Dickens Ave., Chicago 39, Ill.



SEPTEMBER 10, 1961

the perfect gift for: customers, friends, family, employees.

STEINHARDT'S RICH AGED CHEDDAR CHEESES

IN LOTS OF 1 TO 1000

ONE AND TWO LB. SIZES WITH OTHERS AVAILABLE

WRITE FOR COMPLETE GIFT PACKAGE CATALOG

STEINHARDT'S CHEESE HOUSE, INC.

SHAWANO, WISCONSIN



Company Anniversary?

Then you'll want to mark the date with remembrances for employees, customers, stockholders.

The Gift Gallery is crammed with suggestions—at all price ranges. It starts on p. 52.

Complete 4-unit executive planning program

This 4-unit planning program gives you alphabetical address & phone index, travel guide of U. S. and world maps, airway & railroad guide, information section with facts & tables, personal expense record, payments, taxes, insurance, gifts—Desk copies in 20-ring binders. Portable units also refillable. All gift-boxed.



2 YEARS FOR
THE PRICE OF
ONE!

\$39⁹⁵

DESK SECRETARY—#1 \$11.95

(For Office)—Genuine leather gold tooled cover—Chestnut brown, 482 pages (8½ x 5½). Dated appointment schedule.

PORTABLE SEC'Y-REMINDA—#1A \$13.95

24 monthly (2 years) memo and expense diaries in brown cowhide carrying case.

DESK REMIND-OMATIC—#2 \$10.95

(For Home)—Genuine leather gold tooled cover—chestnut brown. Size: 8 x 10½ inches. Monthly Planning Section. General Information.

PORTABLE REMIND-OMATIC—#2A \$9.95

Smaller edition of #2 in tan pigskin or cinnamon cowhide carrying case. Pocket size. Quantity discounts for 12 or more of any item.

EDUCATIONAL SERVICE BUREAU, Dept. DCM-3
75 East Wacker Drive, Chicago 1, Illinois

Please send me ☐ the complete planning program (\$39.95), ☐ #1 Desk Secretary (\$11.95), ☐ #1A Reminda (\$13.95), ☐ #2 Remind-omatic (\$10.95), ☐ #2A Portable Remind-omatic (\$9.95). 1963 dated refill sent automatically in September, 1962. All postage is extra—imprint in gold, 75¢ per line additional. \$2.75 for all 4 items imprinted. ☐ Imprint copy attached.

Name

Company

Address

City Zone State

Check or purchase order attached

Personalized Handkerchiefs for Men

ALWAYS A WELCOME GIFT



Every man welcomes a gift of quality handkerchiefs—especially when they are made just for him—and personalized (with full name or 3 initials).

These handkerchiefs are made to order. Styles A and B are of pure Irish linen, 20" by 20" cut size, handrolled. In white or choice of masculine colors including Battleship Grey, Navy, Maize, Fire Engine Red. Style C is a 19" by 19" Swiss clip-cord sheer handkerchief. White only.

Price of a single handkerchief, any style, is \$3.50. Box of three (with same name or initials), \$10. Allow two weeks for delivery. Add 25¢ for postage and handling, 50¢ for airmail special delivery. Orders for Christmas should reach us by November 1.

Sample of linen and complete information sent on request.

VILLARI HANDKERCHIEF COMPANY
Dept. SM 9 29 West 38 Street
New York 18, N. Y.

GIVE YEAR-ROUND PLEASURE



Give **CHARKO-CHEF** Indoor-Outdoor Barbecue featuring: 1) Adjustable heat control 2) Drawer-type charcoal firebox 3) Large 14 x 20 grill. 4) Even-speed spit motor

For complete information and quantity prices write or call



State Steel Industries, Inc.
P.O. Box F-1
City of Industry, California
YO 4-1201



GIFT GALLERY

... Special Occasions

(Continued)



◀ **HUNTERS, BOATERS, SPORTS FANS** and tourists will appreciate the 7x, 35-mm custom binoculars. Designed to assist even the eyeglass wearer, it also features a tripod adapter and a field-of-view of 404 feet at 1000 yards. \$89.50. D. P. Bushnell & Co., Inc., 456 Bushnell Building, Pasadena, Cal.



▲ Attractive bridge set includes four chairs which triple-fold. The table offers an automatic mechanism which allows legs to be operated simultaneously. Fruitwood or walnut and your choice of covers. \$66.75. The Leg-O-Matic Co., 450 Hancock Ave., Bridgeport 5, Conn.



▲ **SORE AND OUT-OF-TONE** muscles are easily exercised right at the desk with a thermo-cyclopad. Made of soft foam rubber, it fits easily behind the back. \$169. Niagara Therapy Corp., Adamsville, Pa.



▲ **AN ELECTRIC EYE** zoom movie camera introduced by Bell & Howell features single speed, universal lens, and an 11-element f/2.3 lens. \$99.95. Bell & Howell, 7100 McCormick Road, Chicago 45, Ill.

THE ONLY ONE OF ITS KIND!

...Personalized POST LANTERN LAMP

Perfect for office,
den or library

Here's something really unique . . . very smart . . . a copper desk or table lamp, based on an early American outdoor post lantern. Complete with Plaque for Personalized Engraving. Stands 18" high—base is 5 1/4" square. Lantern is 7 1/2" square, one bulb. Outside glass frosted and beveled. Only copper and copper alloys used. Comes in weathered brass finish to complement any decor.

Send money order or check to:

BOB RIC GIFTS

550 Fifth Avenue, Dept. 3M, New York 36, N. Y.
Write for quantity discount.

No. C.O.D. Add 50¢ for postage and handling.

\$18.95



SPECIAL INDEX OF GIFT SUGGESTIONS

appears at the back of the book, on page 185. It includes every item featured in the Gift Gallery and in the advertisements of this issue.

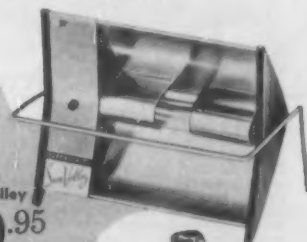


So . . . he "has everything", does he?
Bet he doesn't have a

SPERTI Sun Lamp!

You'll make a friend for life with a gift like this. He'll be so **TANNED** and so **HEALTHY** all winter long (thanks to the "sunshine" Vitamin D boosting action of the ultra violet rays) you'll wish you had bought one for yourself! Give the *unusual* this year. Better looks, better health . . . with a **SPERTI SUN LAMP!**

The
Sun Valley
\$19.95



For full information
send coupon to
Cooper-Hewitt
Electric Co.,
732 Grand St.,
Hoboken, New Jersey.

Please send a brochure showing the complete SPERTI SUN LAMP line to:

Name _____
Address _____
City _____ Zone _____ State _____

TOP ECHELON
EXECUTIVE GIFTS
by **VIZUALL**

- ROLLS ROYCE LIVERY RENTALS
- KENT BRITISH BRUSHES
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- BACCARAT CRYSTAL
- PORTABLE TV—13-1/4 lbs.
- MINOX CAMERAS

and other elegant gifts

send for brochure

the
VIZUALL
company incorporated

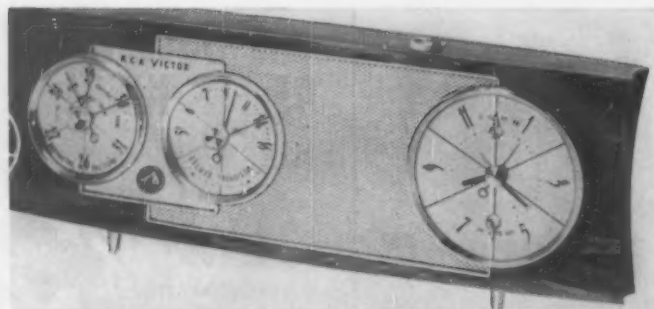
34 East 10th St., New York 3, N. Y.
Spring 7-4470



Something for the women

What to give the women has always been the salesman's problem. Cigars and drinks are fine for the men but—what about the women? Mary Lowell has the answer. Gift cosmetics! From "door opener" to the woman executive for special occasions such as Christmas and birthdays, these beautifully tailored cosmetic gems will solve your problem. Inexpensive to you but really appreciated by the women. Write for our complete catalog.

THE
house of LOWELL, INC.
P. O. Box 192, Greenville, Ohio



▲ WEATHER as well as time is indicated on this clock-radio. Contains barometer, also features cordless transistor operation. \$125. RCA Sales Corp., 600 N. Sherman Drive, Indianapolis 1, Ind.



GIFT GALLERY

... Special Occasions

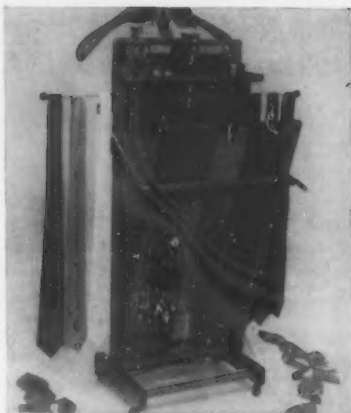
(Continued)



▲ THE WORLD situation will be more understandable to the owner of this handmade globe. 16" in diameter. It's overall height is 34." \$175. Weber Costello Co., 12th and McKinley Sts., Chicago Heights, Ill.



▲ FOR THE homeowner undertaking a major project such as building a garage, or adding an extra room or porch, the 6 1/2" de luxe model 536 Skilsaw has the power and flexibility to do the job. Designed with special safety features and popular accessories, it has accurate, easily adjustable depth and bevel controls; precision helical gears; sawdust ejection; and a bind-free blade guard. \$49.95. Skil Corp., 5033 N. Elston Ave., Chicago 30, Ill.



▲ **NO BACKTALK** from this gentleman's valet. Supports a jacket on broad, wooden shoulders, holds out metal arms for shirt and tie. Holds a pair of trousers in the stretcher press. \$67.50. The Countess Mara Shop, 110 East 57th St., New York 22, N.Y.



▲ **SECOND**, minute, hour and date are stylishly revealed on the slim-silhouette Seamaster De Ville. Tells date and exact second. In stainless steel, 17 jewel, \$120. Omega, 375 Park Ave., New York 22, N.Y.

▼ **NO EXAMINATION** is required to operate the Citizens Band Transceiver, an inexpensive two-way radio for everyone. Complies with all FCC regulations. \$124.95. Regency Electronics Inc., 7900 Pendleton Pike, Indianapolis, Ind.



SEPTEMBER 10, 1961



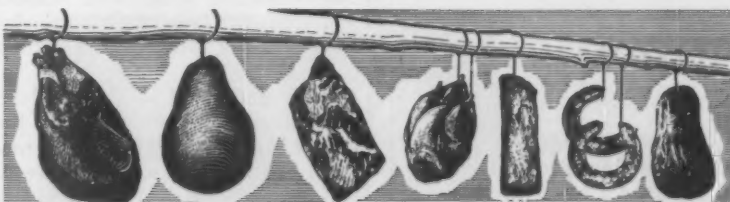
CIGARETTE URNS AND ASH TRAYS by Webb Corbett English Crystal and Coalport English Bone China. Gifts with that special touch of good taste. Crystal: Urn, 2 1/4" H, Tray 2 3/4" Diam. \$5.50 set (boxed). China: Urn, 2 1/4" H, Tray 3 3/4" Diam. \$6.00 set (boxed). Please write for quantity purchase discount.

CAMDEN HALL, Inc., 49 West 23rd Street, New York.

Company Anniversary?

Then you'll want to mark the date with remembrances for employees, customers, stockholders.

The Gift Gallery is crammed with suggestions—at all price ranges. It starts on p. 52.



New Braunfels Smokehouse Meats

Gifts for Gourmets

Old-fashioned German-style, hickory-smoked turkeys, hams, pheasants, heavily smoked Canadian and slab bacon, spicy Bismarkian sausage and Wisps O'Beef—all with that special "Smokehouse Flavor" from centuries-old curing recipes. Select meats hand-rubbed with salt and spice, bin-cured, slow-smoked over hickory fires; old-style appetite treats guaranteed to delight special friends. The capacity of this small country smokehouse is limited, so please get your order in early.

For "proof of the pudding" try our special sampler box: 1 lb. Canadian bacon, 1 lb. slab bacon, 1/2 lb. Wisps O'Beef, 1 link Bismarkian sausage—just \$5.50 postpaid.



New Braunfels Smokehouse
P. O. Drawer 1159 Dept. M101
New Braunfels, Texas

Please send:
() FREE: Country Journal Catalog () Sampler box @ \$5.50
No C.O.D.'s, please!

Name _____
Address _____
City _____ Zone _____ State _____

FRENCH PERFUME

Add distinction and prestige to your Christmas giving. Give the women on your list what women the world over desire—French Perfume.

REMARK offers you nationally advertised, known and respected names of *French Perfumery*.

FOR DETAILS AND
FREE SAMPLES, CONTACT

The Remark Company

580 Fifth Avenue
New York 36, New York
PLaza 7-7146

...for Your

Extra

CONVENIENCE

A special product index catalogs all the items appearing in both the advertisements and the Gift Gallery. You'll find that it pretty well covers the world of practical gifts ... is jam-full of suggestions. Page 185.



Tax Deductibility

(Continued from page 20)

ment expenses be made non-deductible, that business travel expenses be limited to \$30 a day, that wining and dining of business guests be held to \$4 to \$7 per person per day, and that a \$10 ceiling be imposed on business gifts.

Prolonged hearings on this Administration proposal were held by the House Ways and Means Committee. Business groups protested bitterly that the recommendations were much too tough, and would have a drastic effect on commerce.

The Chamber of Commerce of the United States argued that expense account abuses can be curbed by tighter enforcement by IRS, and that new legislation is unnecessary. The test of whether a business expense is allowable, said the Chamber spokesman, "should be left to the facts of the particular case, namely, was it ordinary and necessary."

The innocent should not be hog-tied along with the cheaters, the Chamber argued: "The great majority of taxpayers who make every effort to control their expenses and to limit their income tax deductions to those which are allowable should not be penalized."

A spokesman for the Iowa Manufacturers Assn., George F. Newman, of Viking Pump Co., Cedar Falls, Iowa, told the Committee that the tax reform proposal would give added advantages to foreign competitors selling in the American market.

"With their lower wage costs, and what I understand are generally more liberal attitudes toward entertainment and gift expense to

procure business, these competitors would be encouraged to step up their efforts to take business away from American producers," he said.

He added: "The tax laws should not be used to achieve conformity in business practices or to substitute the judgment of a statute for that of management."

Another witness pointed out that the proposed \$10 limitation "is insufficient to cover the cost of some magazine subscriptions or technical books."

The Administration based its case on a set of "horrid examples." An 82-page booklet of case histories backed up the demand for corrective legislation. This compendium provided a storehouse of ammunition for anti-business legislators.

For example, Senator Paul H. Douglas (D., Ill.), a long-time advocate of tighter tax laws, used the Treasury booklet as a basis for one of the longest Senate speeches of the year, taking 15 pages of the *Congressional Record* to print. Senator Douglas ticked off a long list of extreme cases.

He told of the president of a supply company, a closely held corporation, who over a three-year period deducted more than \$145,000 for entertainment and business gifts, of which \$115,000 was allowed by IRS.

Senator Douglas told of the Tax Court decision involving actress Olivia deHavilland, who deducted \$810 for gold jewelry to her dress designer, \$920 for a silver tea set and coffeepot to her dialogue director, and over \$1,100 in other gifts to movie associates. The Court allowed the gold and silver gifts.

The most recent Supreme Court decision involving deductibility of a business gift was the Duberstein case decided in June, 1960. This decision, while a victory for the Government, was not entirely satisfactory to IRS because the Court held that each case must be decided on its own facts. The Court did not set forth broad principles which would serve as a guide in future cases.

At issue in the Duberstein case was the tax treatment of a Cadillac given to a business friend for furnishing the names of prospective customers. The Tax Court, sustained by the Supreme Court, held that the car was in reality compensation for services rendered, and therefore taxable by the recipient as income. Thus the gift was not a gift, for tax purposes.

Senator George A. Smathers (D., Fla.), backed by the Florida delegation in Congress (except for one lone Republican), recently addressed a letter of protest to IRS Commissioner Mortimer M. Caplin. While the letter dealt with conventions in resort areas, the Caplin response was general enough to cover all types of business expenses.

Commissioner Caplin wrote: "While it is true we have intensified our audit activity in the travel and entertainment expense area, there has been no change in the concept of what constitutes a deductible expense. Those expenses which are clearly shown to be for business purposes will continue to be allowable under existing law."

Referring to business expenses generally, Commissioner Caplin added: "Our examiners must continue to take a good hard look at such deductions. At the same time they must bear in mind that in the absence of a legislative change, the tests for deductibility of these expenses remain the same."

If Congress does change present law, there appears to be little prospect that the \$10 ceiling asked by the Treasury will be adopted. The House Ways and Means Committee has tentatively decided to go along with a dollar limit, but to make it \$25 per individual per year. Whether this proposal will prevail in the end remains to be seen.

SEPTEMBER 10, 1961



Send for a Sample REDWOOD—WITH PRESERVES At the Lowest Quantity Price

The Redwood, featuring brass clad trim and high quality lacquer finish, is made of quality select California redwood — octagonal and tapered design. Has many reuses both inside and outside the home. Three truly fine gifts in one, The Redwood itself, delicious Marshall Strawberry Preserves and the handy refrigerator tub make a combination to the delight of every member of the family. Comes in two sizes, 2½ lbs. and 5 lbs. Shipping weights 4½ lbs., 7 lbs. We will mail direct to your list. Ask for quotations on your special requirements.

	2-5	6-11	12-23	24-99	100 or over
No. 139—2½ lb.	\$5.90	\$5.50	\$5.05	\$4.95	\$4.57
No. 140—5 lb.	8.25	7.69	7.05	6.95	6.42

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Manufacturers ★ Importers ★ Consultants to the Advertising Specialty Trade
6222 North Lincoln Avenue Chicago 45, Illinois JUniper 3-2222

For... ★ Modest gifts — up to \$3? See page 84

★ Gifts at \$3 to \$10? See page 112

★ Substantial gifts — \$10 to \$20? See page 122

★ Gifts at more than \$20? See page 140

★ You'll find gifts for That Special Occasion on page 174



new
exciting
unusual

WINE SAUCES

Gift packaged!

Golden Age Wine Sauces add new zest and sparkle to desserts and a wide variety of food dishes. Use on ice cream, puddings, custards, sherbets, pancakes or waffles, baked apples or freshly cut fruit, baked ham, roast duckling—even in hot black coffee! Decorative 8 oz. decanters contain Concord, Sherry, Honey Almond, and Burgundy sauces made from famous New York State Wines. In impressive gift carton, booklet of uses included. Shipped direct to you, or send us your gift list—we'll do the rest!

\$3.95

PPD. BOX 5

HAMMONDSPORT WINE COMPANY
HAMMONDSPORT, N.Y.

Check or M. O.
No C.O.D.'s

GIFTS WITH PRESTIGE

WMF-IKORA—The original hand-crafted
tarnish resistant silverplate

FLYGSFORS—Swedish artistic crystal

The most superb gifts for any occasion.

Please write for Catalog A.



TARIS IMPORTS, INC. • 210 FIFTH AVENUE • NEW YORK 10, N.Y.

All Year Round You . . .

. . . can turn to the Gift Gallery for helpful suggestions on:

- Employee Contest Incentives
- Long-service Awards
- Company Anniversary Remembrances
- Retirement and Wedding Gifts

Prices range from modest to luxurious, to match your budget.

See page 52 for the start of this big product parade.

NEW Converta-Cart by Quaker with SUN-RAY heating unit



The SUN-RAY heat unit is conveniently located at the rear of the Converta-Cart. It measures a compact 3" in diameter and heats to a fixed temperature. Unit in Gleaming brass finish. Cord is included with each set.

Quaker, first again in its field, introduces Converta-Cart with Sun-Ray heating unit. This unique feature of the 1961 model frees the hostess from interruptions of returning to the kitchen to re-heat foods and beverages. Instead she remains with her family or guests in the living room, patio or recreation room. Coffee, casserole dishes, soups are kept just right to serve with SUN-RAY fixed temperature heating unit. Other beautiful Quaker tray tables are available from \$9.95 to \$49.95.

CONVERTS FROM RACK
TO SERVING CART IN
SECONDS

QUAKER INDUSTRIES INC. • ANTIOCH, ILLINOIS
QUAKER INDUSTRIES (CANADA) LTD. • TORONTO, ONTARIO, CANADA

Ease Executive Load

(Continued from page 44)

handled in a professional manner by the gift services who try to stay abreast of the latest designs in papers, ribbons, tapes and seals in an effort to lend an air of distinction to your gift. This cost, too, is included in the quoted cost-per-gift figure.

A package gift program, provided by the gift services, also simplifies the annual tax report since the entire expenditure is itemized on a single statement.

Among the firms providing gift services to busy executives are:

Select-A-Gift, Birmingham, Ala.

Bennett Brothers, Inc., New York, N. Y.

The Certif-A-Gift Co., Schiller Park, Ill.

W. Bell & Co., Washington, D. C.

Osborne-Kemper-Thomas, Inc., Cincinnati, Ohio.

H. King Services Corp., New York, N. Y.

A. Jompole Co., New York, N. Y.

Firms providing services related to incentives and gifts bearing advertising or promotional messages include:

Brown & Bigelow, St. Paul, Minn.

The E. F. MacDonald Company, Dayton, Ohio.

Maritz, Inc., St. Louis, Mo.

FOR . . .

. . . Gifts up to \$3
See Page 84

. . . \$3 to \$10
See Page 112

. . . \$10 to \$20
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. . . More than \$20
See Page 140

. . . for That Special Occasion
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SALES MANAGEMENT

Answers to Your Gift Problems

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SEPTEMBER 10, 1961

For the undecided, this product index offers a wealth of ideas. To those with ready-made specifications, it shows the products which fill the bill.

Both editorial and advertising suggestions in this issue are listed, page by page, in three ways:

1. By product, in alphabetical listing.

2. By maker or seller, in the Advertisers' Index (page 187).

3. By price, for items pictured in the Gift Gallery (see Table of Contents, page 3).

Singly and together, the three lists will stimulate your thinking. They will help you find the right gift at the right price.

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All Year Round You . . .

. . . can turn to the Gift Gallery for helpful suggestions on:

- Employee Contest Incentives
- Long-service Awards
- Company Anniversary Remembrances
- Retirement and Wedding Gifts

Prices range from modest to luxurious, to match your budget.

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BY APPOINTMENT
TO HER MAJESTY QUEEN ELIZABETH II
SUPPLIER OF "CANADIAN CLUB" WHISKY
HIRAM WALKER & SONS LIMITED
WALKERVILLE CANADA

Too beautiful to unwrap... too good not to!

No matter how you view it, Canadian Club is the world's most wanted gift whisky!

Outside—Resplendent wrappings and gay ribbons (at no extra cost) outsparkle any gift under the tree.

Inside—Famous Canadian Club, with a flavor so distinctive, no other whisky tastes quite like it.

Canadian Club, the lightest whisky in the world, is hailed as "The Best In The House" in 87 lands. It's the finest compliment you can give... or serve... at holiday time.

RECIPE FOR AN EXTRA NOTE OF CHEER—

CANADIAN CLUBHOUSE PUNCH

Thin peel of 2 oranges	2½ cups fresh orange juice
¼ cup sugar	6 oz. fresh lemon juice
1 bottle Canadian Club	4 oz. Hiram Walker's Blackberry Liqueur
2 teaspoons pure orange extract	

In mixing bowl, mash thin orange peel in sugar. Add strained orange and lemon juice. Stir until sugar dissolves. Add bottle of Canadian Club, 4 oz. Hiram Walker's Blackberry Liqueur, 2 tsp. orange extract. Let punch season in refrigerator 2 to 4 hours. Remove peel. Pour punch over a block of ice in a punch bowl. Serve in punch cups garnished with a thin slice of orange.

6 YEARS OLD, IMPORTED IN BOTTLE FROM CANADA. BLENDED CANADIAN WHISKY, 86.8 PROOF. IMPORTED BY HIRAM WALKER IMPORTERS, INC., DETROIT MICH., HIRAM WALKER'S BLACKBERRY LIQUEUR, 60 PROOF. HIRAM WALKER & SONS, INC., PEORIA, ILL.



Canadian Club... the world's most wanted gift whisky

Old Grand-Dad

HEAD OF THE BOURBON FAMILY

OLD GRAND-DAD
100 PROOF
BOTTLED IN BOND
FOUR-FIFTH QUART

No other gift says "BEST OF THE SEASON" quite so well

This year you can give Old Grand-Dad, Kentucky's finest bourbon, in three beautiful holiday giftwraps. Select 100 proof bottled in bond either in its handsome Gift Decanter or regular bottle. Or choose Old Grand-Dad in the familiar bottle of lighter 86 proof. Each comes in its own gift package at no increase in price.

HEAD OF THE BOURBON FAMILY

